

**SOUTHWEST FLORIDA YACHTS**

INC.



**FLORIDA SAILING & CRUISING SCHOOL**

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



**E-YARDARM – February, 2009**

Dear Friends,

There's an old saying in boating; "when a ship is sinking there is no better bilge pump than a scared boater with a bucket!"

In these difficult economic times it seems as though our Ship of State may have hit a reef. It looks like our government has a "bail out" plan in mind for much of the country. However, the boating industry still seems to be taking on water with no rescue in sight.

Many of our industry colleagues are running their businesses with a bucket at the ready!

Here at SFY we are working tirelessly to fight the "gloom and doomitis" that is gripping our industry and our nation as a whole. (I write about this in my column, "Boating- For A Brighter View of Life" that appears later in this newsletter.) For twenty-five years we have been blessed with a loyal customer base and new, enthusiastic boaters joining us all the time.

Our fleet continues to grow and we continue to strive for excellence in all aspects of our business – yacht charters, instruction, maintenance, and sales. This issue of our newsletter features three more new yachts that have joined our fleet!

We want to take this opportunity to thank you for your business in the past and to ask for your continued patronage. Whenever your plans call for boating we hope that you will first consider Southwest Florida Yachts. Whether you are interested in learning to sail or skipper a power boat, plan a weekend or week-long charter cruise, or purchase a yacht of your own we are here to help. If you have a special request, please don't hesitate to call. Our office is open seven days a week! Please let us know how we can serve you better.

Thank you again for your business. Remember our slogan here at Southwest Florida Yachts and Florida Sailing & Cruising School: *Experience the Boating Life!*

We hope to see you soon in beautiful Southwest Florida!

- Vic and Barb Hansen

# Will Boaters Play or Pay?

By Barb Hansen



When the going gets tough, the tough...go boating.

If we didn't already know that big banks were folding, we're reminded daily by bold headlines, shouting TV pundits and screen images from Washington showing our representatives wringing their collective hands.

Boaters always take bad news badly. Confronted by bad economic news, our instinct tells us to start wearing a frown and stop spending time on the boat. That's exactly wrong. Yes, these are tough times but -- think about it -- now more than ever we need our boats to help us keep on an even keel emotionally and physically.



We've been down this road before. September 2001 comes to mind. Things looked pretty bleak. Remember how worried we were about the future of our sport? Well, as you know, things got better. They usually do.

In a column I wrote then I said if you were a citizen of the 1950s you lived in an economy still recovering from the great depression and a world war. Some made enough money to buy a wooden boat just right for a rented five horsepower kicker. Not bad in those days.

But the economy got even better. Fiberglass boats appeared. Outboard motors got bigger and fast enough even to water ski. Families traded in little boats for bigger boats. Cruising boats got bigger and more comfortable.

Then in the late 1970s gas prices soared because the oil-producing cartel cut back on production. It was so bad that President Carter said maybe boating should be banned on weekends. That's how politicians think.

In the 1980s our elected representatives, thinking that all boaters were rich and richer, put a 10 percent luxury tax on "yachts." A luxury tax, they called it. Boat plants closed. Thousands lost their jobs. What were the politicians thinking?

They finally repealed that stupid tax. And things got better.

These tough times will pass, too, and boating will have another long run in the sunshine. We're already seeing a silver lining. The slowing economy has brought down gasoline and diesel prices. Indeed, when people put a sharp pencil to the calculation they discover that boating is not nearly as expensive as they imagined and often it is less expensive than other recreational activities.

Vic and I are getting into the lets-go-cruising mood and making lists of friends we'd like to join us. In the past, we've taken many friends cruising and some got so hooked on it they bought boats, too. As the media keep reminding us, times are tough and may be getting tougher. Okay. But that doesn't mean we should stop being with the people we love and stop doing the things that make our lives whole.

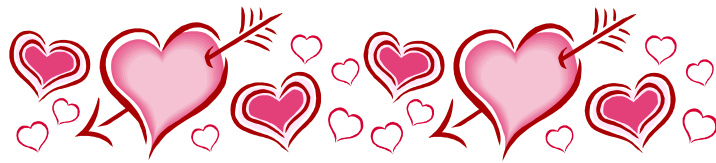


It's also better for boating businesses and for competition, which keeps prices low. Support your favorite marinas. Dine at your favorite waterfront restaurants.

We need the companies that make boats or charter them. Support them because, you know, the government will not. Only banks get that special treatment.



We boaters are going to pay. Let's not forget to play.



*Don't forget our 25<sup>th</sup> Anniversary Specials!*

*There's no better way to say "I Love You" to your Sweetie than to take him or her on a beautiful cruise in Southwest Florida!*

### CHARTER SPECIAL

25 Years of Yachting Excellence

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

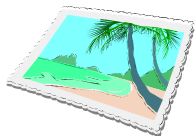
Will Receive a Free Nautical Gift by Weems & Plath.\*

\* Some restrictions apply.

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



### A Postcard from us to you!



*The weather is beautiful! Wish you were here!*

*Spring is a great time to cruise in Southwest Florida. You won't believe all the beautiful beaches, awesome birds and the dolphins that play in the boat's wake! You can charter a sail or power yacht down here. All the boats are really lovely. If you don't feel comfortable taking a boat out on your own you might want to consider a sail or power boating course. You even live on the vessel while you take the class! How cool is that! So, hurry down to Fort Myers and enjoy the best vacation ever! Give us a call at 800-262-7939 and we'll have your yacht ready and waiting for you. We'll see you soon!*



## BERTH ANNOUNCEMENTS!



### *New to Our Fleet –“Purrfect Lady” Gemini 34 Catamaran*



*“Purr-fect Lady” will make the purr-fect cat for your next charter in Southwest Florida! With a large master cabin forward, two aft double cabins and a convertible dinette there is plenty of room aboard for family and friends. This yacht will be the purr-fect hostess for your next vacation cruise. Join us soon for a purr-fectly wonderful getaway aboard “Purr-fect Lady.”*

**Berth Date:** *November, 2008*

**Type of Vessel:** *Gemini 34 Catamaran*

**Weight at Berth:** *8,600 lbs.*

**Length at Berth:** *34 feet*

**Equipment includes:** *Single diesel, autopilot, GPS, stereo with CD player, inflatable dinghy with outboard and more!*



**Charter Rates Per Week:** Winter \$2638      Summer \$2111



### *New to Our Fleet –“BLUE RUNNER” 2008! Mainship Expedition 40*

*Have you ever dreamed of being at the helm of a brand new yacht? Well this is your chance as we introduce “Blue Runner,” a 2008 Mainship Expedition 40 trawler to our charter fleet. This new cruiser combines the comfort and style of the Mainship line with the innovation of modern yacht design and the latest in marine electronics. With one queen-berth cabin, a cabin with twin bunks, a spacious salon and a complete galley, you and your crew will be all set to enjoy a fabulous cruise through the barrier islands of Southwest Florida.*

**Berth Date:** *December, 2008*

**Type of Vessel:** *Mainship trawler*

**Weight at Berth:** *24,000 lbs*

**Length at Berth:** *40 feet*

**Equipment includes:** *Single Yanmar diesel with bow and stern thrusters, generator, entertainment center with flat panel color TV and DVD player, stereo with CD player. Autopilot, GPS, Radar, dinghy, outboard and kayak!*



**Charter Rate:** Winter \$4090      Summer \$3273

**New to Our Fleet – “TRICIA ANN”  
2006 Silverton 43 Sport Bridge**



*This beautiful modern cruising yacht comes with all the conveniences of home. In fact, TRICIA ANN will make the perfect “floating home” for your next charter vacation. If you are looking for performance, style and comfort, look no further. This vessel has everything rolled into one 43-foot sporty package! TRICIA ANN will make the perfect hostess for your cruise through the beautiful barrier islands of Southwest Florida.*

**Berth Date:** *November, 2008*  
**Type of Vessel:** *Silverton Sport Bridge*  
**Weight at Berth:** *28,000 lbs*  
**Length at Berth:** *43 feet*



**Equipment includes:** *Twin Volvo diesels, 10 kw generator, icemaker, convection/microwave oven, central vacuum system, flat panel color TV’s with DVD player, stereo with CD player, GPS, windlass, inflatable dinghy with outboard and much more!*

**Charter Rate:** Winter \$4587                      Summer \$3668



## The Marinas of Southwest Florida Are Helping Us Celebrate Our 25<sup>th</sup> Anniversary!

*In addition to our own Anniversary Specials, many of the marinas in our area are offering our customers a discount on dockage rates. Here are just a few examples:*

### Boca Grande Marina - Gasparilla Island

*Receive close to 20% off your dockage rate!*

Regular Rate: \$2.75/ft. SFY Rate: \$2.25/ft.

### South Seas Island Resort - Captiva Island

*Receive more than a 15% discount on Winter dockage rates!*

Regular Rates: Winter-\$3.50/ft. SFY Rates: Winter-\$3.00/ft.

### Useppa Island Club

*Receive a 25% discount on dockage!*

Regular Rate: \$3.50/ft. SFY Rate: \$2.25/ft.



*Fort Myers International Airport Makes it Easy to Get Here!*

Fort Myers recently opened a beautiful new airport. It is served by all the major airlines. Check your local airport guide for the airline that will serve you best. For more information go to: [www.flylcpa.com](http://www.flylcpa.com)



## Boating: For a Brighter View of Life

By Barb Hansen

*You know something is not right when you say "Good morning" and the other person dourly answers, "I wish."*

*Why the negativity, I wonder. Well, if somebody has lost a job or a family member, I get it, but this person hasn't lost his job. He hasn't lost a family member. He has just bought into the malady that is sweeping the nation – gloom and doomitis.*

*Yes, the news of late has been rather depressing. The business slowdown, the rising cost of living, the loss of jobs... When you do the math it's not a pretty picture. I don't think there is any sector of our economy that has not been down except, perhaps, sales of antidepressants and alcoholic beverages.*

*I was recently reminded of the story of two young boys who were each put into a room where doctors could observe what made them happy. Billy was put in a room full of toys, games and candy while Jimmy was put into a room filled with horse manure. It wasn't long before Billy had played with all the toys and games and had eaten all the candy. He started crying for more. Meanwhile, Jimmy was playing with the manure, making it into balls and tossing it all around the room. The doctors were astonished. Finally, they asked Billy why he was so happy in this room by himself. He said it was because he knew with that much manure in the room there had to be a pony around there somewhere!*

*Right now it's hard to think about anything positive when we are surrounded by so much that is negative. When everything we read is bad news and everything we watch is bad news, it's easy to just feel bad.*

*When I tell people that I'm in the yacht charter and yacht school business, the response is often wide-eyed like, "Wow," or "How cool!" And it is, even when I'm dutifully at my desk and computer. But just about every week I try to get on the water on the boat. Even a short ride across the harbor in the sunshine and fresh air is good medicine for me.*

*I am not a real doctor but I sometimes play one in this column and this is my considered medical advice for our nation's malaise. Go down to the water's edge and catch some sunshine. And if you really need a stronger dose, then my prescription is to get in a boat and push away from all of that land-based negativity.*

*Oh, sorry, I just can't, says Mr. Busy. There's no time, says Mrs. Hurry. I have things to do, places to go and people to see. There's no time left for me. Well, stop that.*

*We often get calls from people who want to spend time on the water with family and friends for a special occasion such as an anniversary or a milestone birthday. There's something celebratory about boating. Even in a season of doom and gloom, we have much to celebrate.*

*Marinas, I have observed, are like Billy and Jimmy's play rooms. Some people need a big expensive yacht to make them happy and some boaters are happy with just a kayak or canoe. It's not the vessel that determines their happiness; it's what they experience with it that gives them pleasure.*

*My husband has always said, "If your head is on right, a tin cup can be a silver chalice. It's all about how you look at life."*

*Boating keeps our heads on right and lets us see the brighter side of our awesome world.*



# From the E-Mail Boat



*Barb received a number of emails following the publication of her "Boating: For a Brighter View of Life" article. Here are two that we want to share with you:*

I



Barb,

I thoroughly enjoyed your recent comments!!

Thank you for taking the time to share wise words.

Let your worries wash away in your wake.

Nautical knots make strong family ties.

Sincerely,

Jane from New York

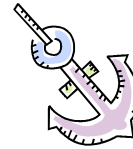
Barb-

I couldn't agree with you more. Boating is good for what the body, the mind, and the soul.

My wife and I always take the long way around whenever we use our boat, just to enjoy the wonderful ride and relaxation it provides. Boating therapy is much cheaper than years of psychoanalysis and magic pills, and the activity itself is a heck-of-a-lot more fun!

Thanks for the great article,

Bob



*And here is an example of the good wishes we are receiving on our 25<sup>th</sup> Anniversary:*

Dear Barb and Vic,

Congratulations on your 25<sup>th</sup>!

My charters with you have been wonderful experiences that I will always treasure. I did most of my chartering in the 80's but I still charter now and then. My kids are getting older so I would like to get them involved with exploring your beautiful cruising ground.

Best wishes,

Tom



*This email exchange really sums up this winter up north and the joy of chartering:*

From SFY: Tim, We hope you are looking forward to your upcoming charter with us.

Reply form Tim: Looking forward to it? Are you kidding me? I have not gone sailing since the last time I chartered there. It has been a long, cold winter here in Iowa. I am suffering serious withdrawal from sailing, so the charter date cannot come soon enough. I always enjoy chartering with you guys. I have the same request as always - provide good weather! - Tim



# 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/>  
All of these yachts are available for private or charter yacht ownership. Ask for details!

## FOR SALE

### SAIL

**2000 HUNTER 34 SLOOP - \$68,995**

***New listing! A great price for a great boat!***

Yanmar 24 hp diesel, refrigeration, propane stove with oven, GPS, Autopilot, color TV, stereo with CD player, dinghy, outboard and more.



**1995 ISLAND PACKET CATAMARAN  
PACKET CAT 35 - *SOLD!***

### POWER

**1993 ISLAND GYPSY 32 →**

***A compact trawler with twin engines! Priced to sell! \$99,000***

Twin Volvo 130 HP diesels, Westerbeke 5 kw generator, Air conditioning/heat, refrigerator/ freezer, electric stove, stereo with CD player, Color TV with VCR, Garmin GPS Map and all new salon upholstery and curtains!



**← 1999 LINSSEN 320 DUTCH STURDY STEEL TRAWLER-  
*Reduced \$40,000! Now asking \$159,000!***

This is a small ship that's big on quality and built with fine Dutch craftsmanship! Equipment includes: A single Volvo 88 hp diesel with bow thruster, dockside air conditioning and heat, GPS, Autopilot, Dinghy with motor and much more! Ready to cruise!

**1999 CARVER 356 - TWIN ENGINE →**

***A great family cruiser and priced right! \$134,900!***

Twin Cummins 330 HP diesels, Westerbeke 7.5 KW generator, electric stove with oven, refrigerator/ freezer, air conditioning and heat, GPS, Autopilot, new canvas bimini top, inflatable dinghy with new outboard!







← **2003 MAINSHIP 390 TWIN ENGINE TRAWLER**

***A nice clean yacht! Just reduced!! \$199,000***

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!



***New Listing! 1990 Jefferson 42 Motor Yacht***

***Classic motor yacht style & comfort. \$145,900***

Twin Cummins 250 HP diesels, Westerbeke generator, electric stove with oven, refrigerator/ freezer, (2) new LCD color TV's, Stereo with CD player and Bose speakers, central vacuum system, icemaker, Raymarine C-80 radar a& GPS chart plotter, and new carpet (2008.)



← ***New Listing! 1991 Grand Banks 42 Motor Yacht***

***This yacht is a real beauty - a must see! \$275,000***

Twin Caterpillar 375 hp diesels, Onan 8 kw generator, new Raymarine Autohelm Autopilot w/remote & integrated with Garmin GPS, Radar, flat screen TV, DVD, icemaker, refrigeration with separate freezer, washer & dryer, Avon 10' RIB dinghy on davits, Yamaha 4 hp outboard and more!

## Power Cruising Magazine Spotlights Southwest Florida!

The January/ February issue of **Power Cruising** contains an article by Editor- at-Large, Pierce Hoover entitled, "On the Hook – Anchoring Options and Strategies for Southwest Florida!" Pierce has cruised our area many times. For this story, Pierce interviewed Vic and Barb Hansen and several of the SFY Captains. The result is a comprehensive gunkholing guide through the waters of Southwest Florida including the Caloosahatchee River and Pine Island Sound!

If you would like a copy of this article just give our office a call at 1-800-262-7939 or 239-656-1339, or email us at [info@swfyachts.com](mailto:info@swfyachts.com).



**SOUTHWEST FLORIDA YACHTS**<sup>®</sup>

INC.

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

3444 Marinatown Lane N.W. \* North Fort Myers FL 33903  
1-800-262-7939 \* 239-656-1339 \* Email: [info@swfyachts.com](mailto:info@swfyachts.com)  
[www.swfyachts.com](http://www.swfyachts.com) \* [www.flsailandcruiseschool.com](http://www.flsailandcruiseschool.com)