



TMTA NEWS

PRESIDENT'S MESSAGE

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Officers and Directors for 2006/07: Officers:

President- Ken Knull
 Vice President- Ed Davis
 Secretary- Onna Grim
 Treasurer- Martha Heric

Directors:

Eleanor Cash Membership
 Ron Hall
 Keith Jones
 Mark Drexler
 Don McCann, *temporary*
 editor, Newsletter

A warm welcome to January. As our illustrious president seems to be off somewhere advancing his knowledge base of the latest engine technology (read drinking Dark and Stormies at the White Horse Tavern), it is incumbent upon me, your very temporary editor to provide salutations. After a rather lengthy holiday hiatus, I trust that all members are well sated, rested and eager to attend the upcoming meeting.

Your board met last Wednesday, and all, or most agreed that we as a group would be well served by the creation of a Marine Services Directory, to be distributed at all marinas, and other dockside facilities. The contents and cost for inclusion in the book will be discussed at a future meeting. This is certainly a good

way for the boating public to become more aware of our organization and the various members performing marine oriented services. To that end, our speakers at the upcoming meeting will address the issue of better advertising your business. If you would like to know how to better advance your customer base, it is in your interest to attend.

Remember, you must call Yankee Point Marine 804 462 7018 for reservations.

There is not a great deal of news to report, so I have taken

liberties to provide you with some rather interesting marine oriented newsworthy items.

See you on the 17th!



THE NEXT MEETING IS THIS WEDNESDAY JANUARY 17TH
 THIS WILL BE A PANEL DISCUSSIN LEAD BY BOB CERULLO

- Pilot House Restaurant, Topping, VA Call (804) 462-7018 to make your reservation. If there is no answer, please leave a message!
- Guest Meal Fee: \$15.00
- Menu: A scrumptious bill fare followed by a yummy dessert.
- PLEASE BE SURE TO CALL FOR RESERVATIONS AT LEAST BY MONDAY SO THAT THE PILOT HOUSE CAN BE READY FOR US!

EDUCATIONAL UPDATE

Mark Drexler reports that the Marine Trades Curriculum, offered at the Technology Center in Warsaw, continues to advance with eager attendees. He further indicates that enough interest has been generated , so that he expects to see several new faces in the course next year. I would hope that at some point we might be able to invite these youngsters to one of our meetings .

For those of you unaware, Professional Boat builder, a free publication for folks in the industry, <http://www.proboat.com/> offers several on line courses. They include: **Basic Composite Repair, Propeller Selection for Boats and Small Ships, The Business of Marine Surveying, Basic AutoCAD for Marine Designers, MultiSurf Sailboat Design, Boatyard Safety, Gelcoat Applications, Intermediate AutoCAD for Marine Designers, Stability and Trim, Surveying Fiberglass Boats (Part One and Part Two)**



Finally, and also for those of you unaware, Soundings Trade Only has gone digital. You can go to this addresses to sign Up (http://ms.soundingspub.com/Trade_Only/Kable/Controlled.htm) I have included an article from the most recent issue for your reading pleasure, which is included under Tidbits from the Waterfront

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TIDBITS FROM THE WATERFRONT

Marine Technology Reporter

100 Knots Underwater

A team led by Northrop Grumman Corporation won a \$5.4m contract from the Defense Advanced Research Projects Agency (DARPA) to determine the feasibility of using supercavitation technology for stable, controllable, high-speed underwater transport.

The Underwater Express program is a DARPA technology research and evaluation program to establish the potential of a new technology. Supercavitation creates a gas cavity between the vehicle surface and the water, thereby reducing drag and increasing vehicle speed.

The program's ultimate goal is a new class of underwater craft for littoral missions that can transport small groups of Navy personnel or specialized military cargo at speeds up to 100 knots.

In Phase 1 of the contract, which will last for 13 months, Northrop Grumman and its teammates will establish the technology basis for supercavitation transport through a series of testing and modeling activities, and produce a concept design for an underwater demonstrator vehicle.

Most of the work will be divided between Northrop Grumman's Undersea Systems facility in Annapolis, Md., and Pennsylvania State University's Applied Research Laboratory in State College, Pa. Other organizations contributing to the team include the University of Minnesota, the University of Maryland, the Naval Undersea Warfare Center in Newport, R.I., and BBN Technologies of Cambridge, Mass.

"Supercavitation technology has great potential to increase the speed of underwater vehicles," said John Golombeck, vice president of Naval and Surface Systems for Northrop Grumman's Systems Development and Technology business unit. "By drawing on university research into supercavitation physics and adapting this technology for real-world use, we are opening up new naval transport opportunities."

The contract comes with two 15-month options. Phase 2, worth up to \$17 million, would include continued technology research at a larger scale and establish the detailed design of the demonstrator vehicle. Phase 3, worth up to \$23.4 million, would include building a Demonstration Super-fast Supercavitating Transport (DSST) vehicle which would operate at 100 knots for durations of up to 10 minutes. The potential value of all three phases is \$45.8 million.



Tidbits from the Waterfront

Soundings Trade Only

BIGGEST INDUSTRY CHALLENGE FOR 2007

The biggest challenge for the upcoming year and years to come centers around growing boating and the lifestyle. I think as an industry we need to allocate as much time and as many resources in keeping the boaters we do have versus focusing too heavily on bringing new individuals into boating. A wise man once told me, "We must first, treat each and every customer and employee like a gold nugget and that thinking will transition over to how we treat our prospects.

Give a customer good service, provide a positive experience, and they will tell a friend. Give them bad service or put a bad taste in their mouth, they will undoubtedly tell ten friends." Retention is one of the keys to growth. I think we have an excellent start with the "Grow Boating Campaign", and dealer certification. I have worked with the automobile, RV, and motorcycle industries in the past on similar issues and witnessed the changes myself. I have never worked in an industry that is so closed-minded or opposed to change.

No one can argue these other industries are providing the model and the road map that we are following. Our emphasis should be on making our existing customers happy instead of having to focus solely on getting new people into boating - which is ultimately only replacing the customers that are irritated and have left boating completely.

In the last few years, many things have begun to be addressed by an increased number of manufacturers, such as: the stem-to-stern warranty issue, uniform dealer agreements, industry certifications, product improvements, improved dealer relations and warranty compensation. These issues are all near and dear to my heart, and I believe they represent some of the core challenges that more of us need to work toward to grow boating and keep our current clientele. Unfortunately, a handful will not cut it. As more builders strive towards NMMA and ABYC standards, product quality increases. With improved warranty practices and dealer relations comes a drastic increase in CSI. I think more manufacturers and dealers are spending time and resources to better educate themselves on the systems and controls that are available to them which will increase efficiency, professionalism, and customer retention.

Once we all make the sound and conscious decision to change and work to keep our current clients and customers happy, the results will shift into the growth of this industry

THE TRAILING EDGE

This will be the last newsletter published by this editor. In fact, this will be the last board meeting of this temporary newsletter editor. As circumstances change we must adapt. And because I have overextended myself in commitments to other public bodies, something's gotta give, and this is it. But I would be less than honest by saying that is the entire reason.

I have, in the past, badgered, cajoled and pleaded with the membership of this organization with regard to who we are and where we wish to go. I grant you that we have accomplished a great deal, with the creation of the ABYC sanctioned marine trades training, as well as the marine trades curriculum at the technical center.



But I do not see a desire to improve upon that. I don't see a desire to work within the context of *Grow Boating*, or furthering the education of the general public with regard to boating activities.

What makes us unique is that we are a marine oriented trade organization, not a run of the mill chamber of commerce. And somehow I don't feel that we are capitalizing upon that fact to the degree that we can. With that said, I disagree philosophically with the course we have set. Although I grant you that a marine services directory may help to create a more cohesive organization. In the meanwhile, although I will remain a member, I will step down from the board. So let me be the first to announce,

HELP WANTED - NEWSLETTER EDITOR - NO EXPERIENCE NECESSARY, APPLY WITHIN

See you next Wednesday