

SOUTHWEST FLORIDA YACHTS



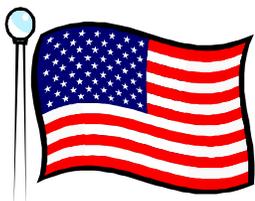
FLORIDA SAILING & CRUISING SCHOOL

Experience the Boating Life![™]

E-YARDARM – SPRING 2011



Ahoy Mateys!
Announcing our 2011 Charter and School Specials!



See the USA – Cruise Our Way!
Sail & Power Charter Discount:

***11% off all charters of 3-days or more
all year long!***



Learn to Cruise the USA the FS&CS Way!

Sail & Power Boating Course Discount:

***11% off the first two (2) students on all
classes, sail and power for the year!***

(3rd and 4th students always get 50% off!)

** charters and classes must begin on or after 1/1/2011 & end on or before 12/31/2011.*



Charter Yacht of the Month
Silverton 43 “Tricia Ann”

New Lower Rates! Winter Week: \$4090

Summer Week: \$3273

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!





Announcing a new addition to our Rental program!

A Private Cottage for rent on beautiful Useppa Island!

. "Starfish" Cottage is a 3-bedroom, 2-bath cottage located in the Useppa Village. The home features a stunning waterfront view of the Intracoastal Waterway across to Pelican Bay!

If you have chartered with Southwest Florida Yachts, you may have visited Useppa on one of our sail or power yachts. Now you can stay ashore, or have the best of both worlds and charter a boat to cruise to your own private island cottage!

Give our office a call and we will check availability for you. The Useppa Rental Office will take care of your vacation plans. All SFY clients will receive a 5% discount on their Starfish Cottage rental of 3-days or more. (You must call our office first to be eligible for the discount.)

Welcome to paradise. Welcome to Useppa Island!



From the E-Mail Boat

I just want to drop you a note and let you know how much fun we had. It was a great learning adventure. The staff and Captain were all great at every turn. Thanks for making it everything I had hoped it would be. Once again, it was great.

*Thanks,
Dan, P101-102 class*



Our Voyage of the "Dawn Treader"

By Dave Nickel

On the way home from a wonderful time cruising the Pacific Northwest in a Grand Banks my wife, Jan and I began thinking about buying our own GB to do more of the same when we retired. Although we were experienced sailors, we didn't know anything about power cruising. We researched the subject, subscribed to "Passagemaker" magazine and attended both Trawler Fest and Passagemaker University.



Our "Dawn Treader"

We quickly came to the realization that running a boat with the complexity of a GB42 was like being the Mayor of a small town who was responsible for running the transportation, electrical, communication and sewage systems. If this adventure was going to be successful we were going to need help!

Buying the boat was relatively easy. Jan has a very keen eye when it comes to design so I followed her lead. We looked at lots of boats, both new and used, but she kept coming back to a Grand Banks. The perfect boat for us was a GB42 motor yacht with a galley up and two, large staterooms separated by a roomy saloon.

Since we weren't going to retire immediately, I wanted to put our new "baby" in charter to earn some money to defray the cost of its upkeep. We interviewed several charter firms in Florida and the obvious choice was Southwest Florida Yachts. Their yachts were very well kept, and Barb Hansen ran a first class marketing program. What we got as a bonus was Barb's incredible staff.

Jan, that's right another Jan, is the voice of SWF Yachts. She's the one who manages the charter schedule, makes the marina reservations and matches the client's needs and desires with the right boat. Loretta is the lady in charge of keeping your boat sparkling clean. She treats each boat as though it was her own and it shows. Bonnie sends out the bills, manages the money and provides the all important earning and expense summaries at the end of the year. My accountant loves her. And then there is Marc, he's the one who will keep your boat in perfect mechanical condition as well as teach new owners how to run and maintain it. I can testify to his patience. For newbies like us he has been a God-send.

For my money Barb and Vic Hansen run the best charter operation in Florida. If you want to put your boat in charter, why not go with the best?



Editor's Note: And we didn't even have to pay Dave to write this!
Thanks for the kind words, Dave. "Dawn Trader" is a beautiful yacht!



YACHTS WANTED!

We have openings in our fleet for additional late-model Sail and Power yachts to join our charter program!

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. We can help you find the boat of your dreams and one that will be a popular charter yacht as well! In addition, your boat would be located in one of the finest year-round cruising areas in the world! Charter revenue can help offset the cost of boat ownership. For more information on our charter yacht ownership program, please give us call at 800.262.7939 or email us at info@swfyachts.com.



No Air Travel Advisory Aboard Your Private Yacht

By Barb Hansen

The Transportation Security Administration (TSA) claims it can keep secrets, but I suspect it's just a matter of time before we start seeing full frontal scans of celebrities in the supermarket tabloids. Some probably won't mind. Well, hello again Paris.

I hope they publish only celebrity images. As you know, our privacy has never been a U.S. government priority. (Can you say Wiki Leaks?) We all know that eventually a disgruntled TSA employee will sell his private collection of scans to the highest bidder.

TSA uses two kinds of full body scans -- neither produces flattering results -- and now I read they are considering a third type. The new type doesn't show your whole body from top to bottom, just the anomalies. Uh oh.

Anomalies. I hope they mean just harmful devices like bombs and box cutters. But just in case I'm adding this new TSA scan type to our growing list of air travel advisories, a periodic public service of your friendly charter boat outfitters at Southwest Florida Yachts (Motto: We Don't Scan.)

Air travel advisory number two is air traffic controllers who nod off on the job as one did recently working the night shift at Ronald Reagan National Airport, Washington, DC. Two airliners landed without permission from the tower. I doubt if the pilot even bothered to tell the passengers. I expect at least two pilots and one air traffic controller are looking for new work this week.

These air traffic advisories are our little way of pointing out the differences between planes and boats. If you subtract the time it takes you to get checked in and navigate security, air travel will get you from point A to point B faster than a boat but at what cost? Your dignity, that's what.

Now, contrast all that with another mode of transportation, the boat. Admittedly, a boat can't get you across the country as quickly as an airliner, but it will get you from our marina to a special relaxed place in your mind in record time.

Our charter customers like to cruise on the placid side of the Gulf of Mexico barrier islands like Sanibel/Captiva. There is no turbulence on this dignified flight path. There are no body scans, no insults to your dignity and no air traffic controllers who nod off.

There are no lines to get on board, no bags to check and no packing and unpacking once underway. There's no waiting for a seatbelt light to go off so you can go to the bathroom. There is no middle seat. You won't go to war for an armrest. A kid won't kick the back of your seat. Your kneecap won't get shattered by the beverage cart.



As air travel becomes more onerous, remember that cruising with family-and-friends is one of the best ways to restore your dignity and zest for life.



Flying to Southwest Florida is Easy!

As Southwest Florida has grown, so has our airport (code RSW.) The Southwest Florida International Airport is served by most airlines with flights all around the US and some international flights as well. Check out the airport's website at www.fhycpa.com. Join us soon!

YACHT SALES AND BROKERAGE

*Barb Hansen is a licensed Florida Yacht Salesperson.
Call Barb 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

All of these yachts are available for placement into our charter program!

**2003 Gemini 34 Performance Cruising 105MC Catamaran
"Purr-fect Lady" Reduced! \$129,900**

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, new dinghy with outboard and much more!



**1999 Albin 28 Tournament Express Cruiser
A nice clean yacht!**

"Sea Shell II" Reduced! \$64,900

Single 300 HP Yanmar diesel, dockside air conditioning,
Norcold 12vdc and 110vac refrigeration, Stereo with CD Player, GPS, Autopilot, Electric
Anchor Windlass, Swim platform with ladder, fully equipped and ready to cruise!

**2001 Mainship 43 Double-cabin Trawler
"Sweetness II" Reduced! \$210,000**

Twin Caterpillar 300 HP diesels, Kohler 8 kw generator. GPS, Radar, Autopilot, Central
Vacuum system, Electric stove, Full-size sleeper sofa, Washer/ Dryer, TV with DVD player,
Stereo with CD player, Dinghy with 8 HP outboard and more!





Farewell to a Star

By Barb Hansen



It was Valentine's Day, 1995 and I was awakened by my husband at 0630 telling me the morning TV news had just featured the cutest puppy available for adoption. "You have to go get her," he said. That's not exactly how I had hoped to be awakened on such a romantic holiday, but that's another story.

I quickly got the doggie details. The "weather pet" that morning was a cute little black and white canine from the local animal shelter in need of a home. While we had talked about getting a dog for a few years, I hadn't planned on adding a puppy to our family that day and neither had our two cats. However, being the animal lover that I am it only took a few minutes to be convinced that there was no better time than the present to expand our family.

I was waiting at the door when the Humane Society opened their doors that day and soon I had our new little fuzz ball in my canvas bag on the way to her new home. Vic and I quickly shopped for all the goodies our gal would need over the next few days. I confess now that the only "baby" collar in stock that day was blue. I know, I know. I probably scarred her for life, but I had no choice.

Now for the biggest dilemma of all – what to name our girl? I can see why it takes some parents nine months to decide on a name for Junior. See, it just has to fit. We perused all of our nautical publications trying to find the perfect name for a boat dog. Dinghy? Sloopy? Nothing seemed to work. Then it occurred to us that since this puppy was on TV, she was really a Star! At two months old she also had the outline of a star in the fur on her chest. Her name was Star.

We soon found out that Star was not a terrier mix as the shelter had labeled her. Instead she was a smart and beautiful border collie. We took her to training classes, set up an agility course at home and read all about this popular herding breed. It wasn't long before we noticed that border collies were showing up in more and more TV commercials and our local airport paid more than \$5,000 to train one to chase birds off the runway. Hmm...mm. Hey, after all we did have a "Star" in the family. . . .

In the end, though, we found that Star was better at herding for fun than she was at working. Oh sure, she herded the cats from room to room. She herded our young nieces when they just wanted to play. Most of all, she enjoyed herding the dolphins that rode our bow and stern waves every time we went cruising. The dolphins seemed to enjoy it, too. The more she ran around the deck barking at them, the more they performed their aquatic acrobatics for everyone on board.



Star experienced more in her lifetime than most people. She flew in private planes and cruised the entire Intracoastal Waterway from New York to Florida. During one boat delivery, we stopped in Hilton Head. Because the trawler we were on was so tall, it was quite a leap from the deck to the dock. Star managed it with ease. She jumped off the boat and back on the boat many times. Soon a small crowd gathered around to watch her, clapping each time she made a successful landing. Star loved the limelight.

Star had another role. She was our office greeter for most of her life. It wasn't quite Wal-Mart, but she enjoyed her "job." Her favorite parts of the day were lunch time, walk time, and making new friends. For many years we (unofficially) qualified our charter customers by whether or not Star smiled at them. Yes, this dog smiled. If a client came to the office and Star backed away we wondered about their boating skills and took a little extra time to check them out.

In my opinion, everyone should have a dog or a cat or several of them. Everyone with kids should definitely have a pet. They teach kids about responsibility and unconditional love. Forget the video games. Make a video of your kids playing outside with Rover. Retired people should have a pet. They are good company and great listeners. The benefits of walking are touted all over the news these days. So, adopting a dog can actually make you both healthier.

Star was one of a kind. Running on the beach, fishing, and barking at the water birds were just a few of the things she loved to do. She simply loved to be busy. At age fourteen, arthritis started to limit her mobility. Her jumping and herding days were replaced by more naps on the porch. At age fifteen we had to carry her on and off the boat. However, she still loved to go wherever we were going and do whatever we were doing. She could no longer herd her cat sisters, but she still liked to think she was in charge.

Star passed away in February at the age of sixteen. Our world is not the same. We miss our girl. But looking up at the night sky I see a new light twinkling. Our Star is shining down on us and smiling.





Cruising Southwest Florida is magical!

There is something for everyone. From beautiful beaches to first-class resorts, the barrier islands of Sanibel, Captiva, Cayo Costa and Gasparilla have it all! Here is just a sampling of what you'll see on your next charter or class aboard one of our vessels:



Cabbage Key



Banyon Street at
Boca Grande



Beautiful Cayo Costa Island



"Barnacle Phil's" on N. Captiva



Summertime Cruising in Southwest Florida is Awesome!



Plan now for your 2011 Memorial Day,
4th of July & Labor Day on the water
in beautiful Southwest Florida!



Reserve a yacht for a terrific Holiday on the water!

What could be better than cruising to a deserted island or watching fireworks from the deck of your private yacht!

Our minimum charter on most boats is just three (3) days!

Give us a call today to reserve a sail or power vessel!

Experience the Boating Life!™

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

3444 Marinatown Lane N.W. * North Fort Myers FL 33903

1-800-262-7939 * 239-656-1339 * Email: info@swfyachts.com

www.swfyachts.com * www.flsailandcruiseschool.com