

SOUTHWEST FLORIDA YACHTS

INC.



FLORIDA SAILING & CRUISING SCHOOL

Experience the Boating Life!

E-YARDARM  AUGUST/ SEPTEMBER 2011



September Surprise!

Take an extra 5% off all Charters that begin and end in September!*

That is an extra 5% on top of our 11% off "special" for 2011!

Everyone thinks we are having a hurricane every day this time of year.

We want to show you just how nice the cruising in September can be!

Call today to make your reservation!

***Applicable on Charters that are 3-days or longer.**

**It's time to head to Florida and take advantage of our
2011 Charter and School Specials!**



Sail & Power Charter Discount:

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

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.**



Feature Yacht of the Month Sea Ray 40 "Keim Away"



Equipment includes: Twin Cummins Mercruiser Diesels, Generator, 4 flat screen TV's, DVD, Central Vac. System, Chartplotter & more!

**Take a cruising getaway
aboard "Keim Away!"**



Charter Rates per Week
Winter Week: \$4587
Summer Week: \$3668





Berth Announcements!

“ALBINO WINO”

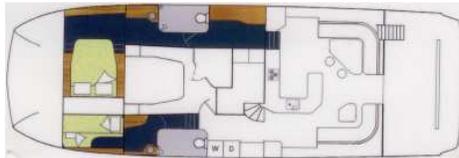
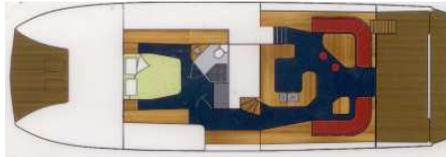
Wright 50 Power Cat with 3 cabins and 3 heads!

Equipment includes: Twin Yanmar 440 hp diesels, Panda 12kw generator, TV with DVD player, GPS, Radar, Autopilot and 10 ft. Rigid Boats center console dinghy on TNT lift!

Berth Date: June 1, 2011

Charter Rates per Week:

Winter: \$4999 Summer: \$3999



Also announcing . . .

“MISS LEE”

Krogen 42 Trawler

Single engine with bow thruster



Equipment includes: Single Ford Lehman 135 hp diesel, bow thruster, 8kw generator, GPS, washer/ dryer, flat screen TV, DVD player, inflatable dinghy with outboard and much more!

Berth Date: June 1, 2011

Charter Rates per Week:

Winter: \$4090 Summer: \$3273

Watch our website for details and more photos to come!





From the E-Mail Boat

Vic and Barbara Hansen,

I have a bachelor's degree in psychology, I hold nine instructor certifications in various firearms disciplines, over three years I attained my Chartered Life Underwriter and a Chartered Financial Consultant designations from the American College and I hold six registrations in the financial services field where you must pass extensive tests to become registered with the SEC or NASD. So, I have spent countless hours in various classes and courses throughout my life. I also teach various courses and I love to get feedback from my students (as I'm sure you guys do).



Tammy & Joe

Tammy and I completed two of your courses last week (P101 and P102). You guys have done an EXCELLENT job on the content for these two courses. The content was clear, concise and well organized. Before these two courses Tammy nor I knew anything about coastal boats or coastal cruising. While our education and learning should never end, we both know 1,000% more than we did before these courses. I think if you tried to pack more information into these two courses people could not absorb the information. I believe you guys packed with the ideal amount of information into these courses (which is not always easy to do).

Over my lifetime, I must have had close to 100 different teachers, professors & instructors. I rate Bill in the top five instructors I have ever had. Tammy and I found Bill to be EXTREMELY KNOWLEDGABLE about every aspect of the course content. Bill never had to think about anything in these courses - it was all second-nature to him.

Not everyone is cut out to be a teacher. A lot of old salts would have been gruff to Tammy and me because I'm sure some of our questions would seem silly to experienced coastal boater. However, for the entire six days Bill remained PATIENT with us and was the epitome of a professional instructor. Bill did an OUTSTANDING job of presenting every concept and then showed us how the concepts applied to real-world boating.

Thanks you for expanding our boating knowledge and horizons. Tammy and I are looking forward to setting course for Key West in P103 in a few weeks.

*Joe & Tammy
Shreveport, Louisiana*



Editor's Note:

Thanks to Joe and Tammy for the kind words. Way to go Captain Bill!



Capt. Bill

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BOAT NAMES POINT TO RECOVERY

By Barb Hansen

You can tell a lot about a person by the name on their boat. For example, a couple of years ago I strongly advised a certain literary celebrity, Juliet Capulet, to never date a guy with a boat named *Sir Osis of the River*, *Beeracuda*, or *Blew Too Much*.

Now I'm looking at the popular boat name lists from BoatU.S. and it occurs to me the names don't just tell us about the psychological condition of the boat owners; they speak to us about the psychological condition of the nation's economy.

Indeed, they are a proxy for the mood of the country and point to a change in direction for the economy and perhaps the stock market, too. Up or down. I call it call it the Boat Name Mood Meter (BNMM)

So what is the BNMM telling us? I think it's telling us that the economy is recovering.

The first thing I do is delete the names on the top 10 list that are on the list every year. Those recurring names don't tell us anything. So, goodbye *Seas the Day*, *AquaHolic*, *The Black Pearl*, *La Belle Vita*.

Last year's list reverberated with a bad attitude. That top ten list had boat names like *Lazy Daze*, *Bail Out*, *On the Rocks*.

Now, compare them with the names on the new list: *Andiamo (Let's go)*, *Mojo*, *Island Time*, *Second Wind*, *No Worries*, *Serenity*, *Blue Moon*.

Don't you see what's happening? Boat owners are tossing out the negative and accentuating the positive. They are feeling better. Much better. You should, too.

So is it time to buy stocks or bonds or what?

Well, I don't know about that, but I do know that it's time to invest in time on the water. Being on the water is the great escape. It's the rhythmic flap of wind on a sail, the harmonic charm of a well-tuned cruising engine, the excitement on a boat when a big fish is landed, the soothing feeling you get watching a colorful sunrise or a sunset.

Time on the boat doesn't make problems go away but it does give us the mental fortitude and the right attitude to deal with matters back on land.

You may have read that Tiger Woods is selling his 155-footer, *Privacy*, and replacing it with a smaller vessel. He calls it *Solitude*. The Tiger Woods case may not be the best example but it helps to illustrate that even when times are tough boaters don't give up on boating entirely.

Some sail. Some cruise. Some fish. Some paddle into remote backcountry areas where few have gone before. Some seek solitude. Some socialize. Some go fast from here to there. Some go slow to nowhere. Heck, some never leave the dock. But on the water, they feel good.

The stars are aligned. It's time to be on the water. You can check the Dow when you get back in. Meanwhile, it's nice to know that the Boat Name Mood Meter is trending sharply up. You know what to do.



YACHTS WANTED!

We are looking for additional late-model Sail and Power yachts to join our fleet! 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.



It's Summertime and the Cruising is Easy

By Barb Hansen

I was browsing you-know-what and read something a parent posted online. I Googled manatees. It was about Florida manatees, of course, but this entry reminded me about the wonderful age of 10. And, may I suggest, it also was about why cruising in Florida ought to be on the summer vacation to-do list for every young family.

It was posted on an online forum and the parent wrote, "We just got home from our wonderful trip to Sanibel for the first time. We saw a mother manatee nursing two babies near the lighthouse close to the shore on Friday Aug. 7... She also had about five other babies waiting their turn just poking their little noses out of the water. What an awesome sight for my 10 yr old daughter and me."

This was an awesome sight and awesome times 100, I think, because it was shared by a parent and 10-year-old. Ten-year-olds – I'm sure you know this – are the perfect age for an experience like this but, hey, I'm sure this would be a wonderful thing to see for all children above the age of reason up to and including those in their cynical mid-teen years, too.

The thing is, seeing manatees and frolicking dolphins in the wild is not at all unusual in Florida in the summer, especially when you're on a boat. They call this the "low season" but manatees and dolphins don't know that. For Florida's wildlife, summer is the high season.

By the way Sanibel, mentioned by the parent of the 10-year-old, is one of our famous Gulf barrier islands in Southwest Florida and it helps shape the popular, protected cruising corridors on either side of Pine Island.



Here at Southwest Florida Yachts the summer pace is a tad more relaxed after a "high" season of chartering vessels to snowbirds escaping the cold up north. In the summer the calls often come from moms and dads asking what summer cruising is like because this is summer vacation and their kids are out of school. They've done Disney, and they are so over Disney.

Oh it's very good, I say. Then I'm off on a summertime is the best time riff. Cruising is the just right thing for a family with children to do on summer vacation. I tell them about seeing manatees and dolphins in the wild. I tell them about seeing a thousand wading birds feeding on a shallow flat and a thousand stars twinkling from the dark sky at night. It's summertime. Living is easy. Fish are jumping.

I like showing off our lovely part of Florida to visitors during the low season and I've always thought it way too sad that so many fail to come here at a time of the year when Florida really shines.



This is "Real Florida," as the tourism people call it. It really is. And the cruising is easy.

Summertime Cruising in Southwest Florida is Awesome!



**Plan now for your Labor Day on the water
in beautiful Southwest Florida!**

Reserve a yacht for a terrific Holiday on the water!

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

YACHT SALES AND BROKERAGE

Barb Hansen is a licensed Florida Yacht Salesperson.

All of these yachts are available for private or charter yacht ownership.

FOR SALE



Both 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!



SOLD

1999 Albin 28 Tournament Express Cruiser

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

2001 Mainship 43 Double-cabin Trawler

"Sweetness II" Just Reduced! \$199,999

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!



Unbelievable price!



It's nice to hear from old friends . . .

Barb, Jonathan and I had a wonderful time on the WindSong.

Had a nice sail with a mostly south wind from Boca Grande to Stump Pass

on Friday; and then on Saturday headed back to Burnt Store from Boca

Grande with sustained 28 knot westerly winds.

Jonathan and I didn't realize that we chartered the Taliah virtually right after

you founded SWF Yachts. Jonathan was 42 in March. Yes time flies!

For some reason seems like you guys have been around forever!

- Gary Hudson, Ft Myers

Editor's Note: It seems that way to us some days, too! Thanks, Gary!

Experience the Boating Life!TM

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