

SOUTHWEST FLORIDA YACHTS

INC.



FLORIDA SAILING & CRUISING SCHOOL

Experience the Boating Life!

E-YARDARM – Winter 2012



Happy New Year!

There is no time more fitting than the New Year to say THANK YOU to you, our customers and friends and to wish you a New Year of good health, happiness and prosperity.

As we begin our 30th Anniversary Celebration, we ask for your continued patronage and support. We hope that you will join us in 2012 for a sail or power boating charter or class. Call us soon!

- Barb & Vic Hansen and the SFY Crew

SOUTHWEST FLORIDA YACHTS

INC.

Let the Charter Celebration Begin!

In anticipation of our 30th Anniversary in 2014, we are inviting all of our charter customers to a "Berth-Day" Party!

30 Years of Yachting Excellence

1984



2014



Announcing Our 3-Year Anniversary Celebration!

*Charter Special: January 1, 2012-December 31, 2014**

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 1/1/2012 and end on or before 12/31/2014.*



Are you SAD?

By Barb Hansen

Are you feeling down? Lethargic? Perhaps your bathroom scale points slightly toward the high side?

You may be suffering from SAD, Seasonal Affective Disorder. SAD commonly affects millions of people in northern climates in the late fall and winter. Days are shorter. The sun doesn't shine much, if at all. Your body doesn't produce the melatonin it needs to feel right.

Last year Farmer's Almanac identified the five worst winter weather cities: Cleveland, Detroit, Duluth, Syracuse and Casper, Wyoming. Years ago I heard about a town in the upper Midwest that went six weeks into a new year before the sun made a brief appearance.



Here in southwest Florida, where work's winter uniform consists of shorts and a boating shirt, this is the time of the year when I have to remind myself not to phone friends up north and brag about our pleasant weather, especially not when they're getting cold fronts and not much sunshine. They're already sad enough.

Fortunately, medical science has prescribed a regimen for SAD. It includes light, fresh air and cognitive therapy. Collectively this is known as Cruising in Florida. In Florida, light therapy is automatic. After all, Florida is the sunshine state. Florida is practically synonymous with fresh air. Boating supplies the cognitive therapy.



At the end of a satisfying day of cruising in paradise and exploring Sanibel and its neighboring islands you'll be sitting up on the fly bridge watching the sun set beautifully over a scene that might include roseate spoonbills, herons, egrets and wood storks feeding on a flat at low tide.



Are you still depressed? I don't think so.

Now I should mention that from time to time our prescription is not strong enough for severe cases of the blahs. In these cases, we prescribe another natural pill labeled Attitude Adjustment. Our kit of supplies for students at Florida Sailing & Cruising School includes a bumper sticker -- *Attitude is the difference between an ordeal and an adventure.* Vic and I adopted it after we heard more than a few students say things like, "What if it rains?" Actually, it rarely rains in Florida in the winter but we just tell them, "Oh, we don't charge extra for that."

Not much was known about SAD back in 1984 when Vic and I started Southwest Florida Yachts. But, born and raised Midwesterners, we instinctively knew that helping people cruise in Florida was the ideal therapy for the sun-deprived.

For more than 100 years winter vacations in Florida's sunshine have been the natural pill that people from the north have ingested for SAD. Alas, I fear that a lot of northern state boaters still haven't learned this valuable lesson. They do not have to be trapped by the weather or sloppy thinking. While their harbors are iced up and their boats are wrapped in tarps, they can still tend to their boating addiction and their medical issue in a meaningful way.

Hey. Don't be sad. Get out of there. Fly to Fort Myers. We'll get your boat ready.





YACHTS WANTED!



We have immediate openings for additional late-model Sail and Power yachts to join our charter program! We have a real need for well-maintained vessels 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.

*We hope to see you in 2012!
Check your calendar and call us soon!*



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! Just give us a call for all the details!



Long or short-term rentals available. Please visit our website for rates & details: www.swfyachts.com.

Welcome to paradise. Welcome to Useppa Island!

FLORIDA SAILING & CRUISING SCHOOL[®]



Let the School Celebration Begin!

In anticipation of our 30th Anniversary in 2014, we are inviting all of our Sail & Power school customers to a "Berth-Day" Party as well!

Join us soon and receive a free gift!

School Special: January 1, 2012-December 31, 2014

Students who graduate from our school between
January 1, 2012 and December 31, 2014



will receive a Free Navigation Tool from Weems & Plath.*

*Some restrictions apply. Not applicable on 2-day S101 course by itself.

Gift selections include parallel rules or dividers.

FS&CS reserves the right to select which gift the student receives based on availability.

*Class must begin on or after 1/1/2012 and end on or before 12/31/2014.

BERTH ANNOUNCEMENT!



Coming Soon to Our Fleet!

Custom Cat

2003 45' Power Catamaran

"Lucy"



Lucy has 4 double cabins and 2 heads with walk-in showers, large main salon with a u-shaped settee, coffee table with 4 pull-out seats with storage under and a surround-sound entertainment system.

Equipment includes: Twin Suzuki 250 hp outboards, 7.3 kw generator, GPS, autopilot, windlass, flat screen TV with DVD player, heat, air conditioning and much more!

Watch our website for more details and updates on this yacht!

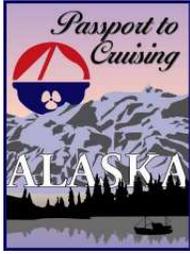


Flying to Southwest Florida is Easy!



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.flylcpa.com.] We will even hold a boat for you while you make your airline reservations! Give us a call soon!



Passport to Cruising Alaska



You are invited to join Southwest Florida Yachts for the cruising experience of a lifetime in beautiful Alaska. Your hosts will be Vic and Barb Hansen.

We will cruise aboard the 65-foot Malahide trawler, "Ursa Major." The boat will cruise from Sitka to Petersburg and back to Sitka in Southeast Alaska. There are several date options in June or July of 2012. So check your calendar and let us know what works best for you! Each cruise is for 8 days.

There are two double cabins available on each trip - one couple or two singles per cabin with a lower double and upper single berth in each. The two cabins will share a large head with shower. Availability is limited so reserve your cabin soon!

You'll marvel at the natural beauty of Southeast Alaska at the height of the whale and bear season. You'll dine on gourmet food from "Ursa's" galley, including homemade bread, soups and desserts each day!



Vic and Barb enjoy kayaking!

Cost - \$3750 per person per week for the yacht and crew, including all meals. "Ursa Major" has a full-time Captain, Crew and Cook on board. You can sit back and enjoy the scenery or navigate with the Captain in the pilothouse.

Dress for the weather - no ties or dinner dresses required!
Average temperatures are 64° and 48°, with about 17 hours of daylight in July!

Vic and Barb have cruised aboard the "Ursa" several times and have seen, first hand, the awesome beauty of Alaska - up close and personal. As the owner of "Ursa Major" says, "friends don't let friends see Alaska from a Cruise Ship!"

Join your friends, Vic and Barb for an amazing cruising experience in Alaska! Southeast Alaska is serviced by Alaska Airlines from Seattle. Travel arrangements to and from Alaska are up to you, but give us a call for some helpful hints!

Please don't hesitate to call with any questions you may have. We can even give you tips on sightseeing in other parts of Alaska if you would like to extend your stay. Alaska is amazing!

We hope you will plan to see Alaska this summer with Vic and Barb aboard the "Ursa Major!" Call 1-800-262-7939 or 239-656-1339 to reserve your dates or email us at info@swfyachts.com.

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: 2 Incredibly Priced Yachts!

Both of these yachts are available for placement into our charter program, too!

2003 Gemini 34 Performance Cruising 105MC Cat "Purr-fect Lady" Reduced! \$119,900

This boat is one of our most popular charter yachts!
Draft: 18"! Single Diesel, A/C, Stereo with CD player, GPS, Autopilot, Solar panel, windlass, double-spreader rig with Lazy Jacks, dinghy with outboard and much more!



2001 Mainship 43 Double-cabin Trawler "Sweetness II" Reduced! \$189,900

She is the lowest-priced 2001 on the market and is lovely! Owners must sell. Make an offer!
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!



Call me Skye the Boating Dog

By Skye Hansen

My name is Skye. I'm the new Border Collie around here.

My assignment is to be the office dog and security dog for the Southwest Florida Yachts charter fleet. I also serve as the personal house pet and boat dog for my new parents, Barb and Vic Hansen.

Barb, my new mom, asked me to write this month's column so I could tell you my story.

I'm not a puppy. I'm already four and a half. The Hansens adopted me just a few months ago after their beloved Star passed away at the age of 16. They were very sad. One day Aunt Theresa at the animal clinic called them and told them she had a dog - that was me - who needed a home and some attention. They decided to give me a try.

Of course, I had to be on my best behavior because I knew right away that this would be a special place. First of all, I would not have to work 24/7 and sleep outside in the yard like with my first assignment. Before I was given up for adoption, my first parents kept me outdoors all the time. Today I have my own bed inside an air-conditioned house.

Right off the bat I learned it would not be a good idea to bother the house kittens or chew on the sofa. No big deal. Mom gives me really good food and lots of yummy treats. I'm pretty sure I've passed the probationary period.

I've come to understand that I've got four big feet to fill. Star the wonder dog was Barb and Vic's heart and joy. She was a Border Collie, too, which endowed her with exceptional skills.

Mom told me that Star was the official greeter at Southwest Florida Yachts. Her job was to welcome all, smile, and to lie down and be quiet when they had visitors. I hear ya, Mom.

They took me to Marintown where the fleet boats are headquartered. Mom told me Star was very good at patrolling the docks at the marina, providing security of a sort and shooing away birds from the boats. Heck, I can do that. When I was at the pound I overheard somebody say that that the local airport was spending \$5,000 to train a border collie like me to chase birds off the runway. For free dog food and medical care I can shoo birds from boats. It's in my DNA.

Please understand I have nothing against birds. It's only that they need to know that there is a place for everything and a boat isn't one of them. I went on a short weekend cruise with Mom and Dad recently and, oh boy, did I learn that lesson.

I haven't been on any extended cruises but I'm really looking forward to them. They told me Star liked to pace around the boat and when a dolphin surfaced she'd give a shout out to the passengers to let them know the show had started. Mom told me the more Star ran around the deck barking at the dolphins, the more they would perform. I could do that.

I'm good to go. I could even write a guest column now and then.

Just call me Skye the Boating Dog.

P.S. Come and see me soon. I LOVE to meet new people!

 *Editor's note: Did you know that you can bring your pooch with you on your cruise? Just ask about our Pet policy! And remember, if you want to add a new canine or feline friend to your family, please adopt!*



Skye says, "Join me on the beach!"

Experience the Boating Life![™]



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

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