



# MIACC

## *At the Helm*



### Beautiful night on the Naples Princess

**August 2022**



We sold out the boat and had a perfect evening on the water!



Thank you to Pure Florida and MIACC for the fun raffle donation items— We had FIVE very happy winners!!



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#### ***Welcome Aboard New Members:***

##### **American Yacht Group**

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##### **MJD Enterprise Solutions LLC**

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*Share the benefits of membership  
With your colleagues!*

*Sign Up a New Member  
And earn a free meeting ON US!*

***Follow Us! Like Us!***

Find Us on your favorite Social Media





## Member News



- ♦ How can you tell if all your SEO efforts are paying off after months of work and execution? One effective way is to keep an eye on your website statistics. It's important to keep track of your website analytics to evaluate its overall performance to determine if your strategies are working out for you or not. By constantly monitoring your website statistics, you can identify potential areas of improvement and take necessary actions to correct them.

Click below to find out the top 5 statistics that can help you get a head start on analyzing your website's performance:

<https://boatmarketingpros.com/key-stats-to-measure-your-websites-performance/>

- ♦ Check out our new 2023 Naples Boat Show video on YouTube



### Pier One Yacht Sales Announces Tony Mondello's Retirement

Pier One Yacht Sales has announced today that, as of July 1, 2022, one of its long term partners, Tony Mondello, will be retiring from his role as co-owner of the company in order to enjoy more time with his family. Mr. Mondello joined as a partner to Len Garofoli, the company's founder in 2011 and has been responsible for both growth and daily operations of the brokerage.

Len Garofoli, who started the company in 2004, stated that "Tony has been the most incredible partner and friend over the past 11 years that we have been together. His extensive experience, kind nature and high energy will be missed. Len went on to say "I am incredibly happy for Tony, now he will be able to spend some time on his boat with his family and friends!"

Mr. Mondello's portion of the business is being purchased by Mike Mullinger, a yacht broker currently with Pier One Yacht Sales. Mr. Mullinger has been with the organization for the past three years and spent time as the Managing Broker of Pier One's Ft. Myers location. "Len and Tony have built Pier One Yacht Sales into an amazing company" Mike said, "and they know how to truly prioritize their clients and brokers." Mike went on to say "I appreciate the opportunity to partner with Len and look forward to continuing his and Tony's incredible success!"

"With thirty years in technology and five years in the marine industry here in Florida, Mike brings a wealth of business ownership, management, entrepreneurial and sales experience to Pier One Yacht Sales," Len said. "And we need those skills to bring Pier One to its next level." "I am glad to have him join as a partner in the company. We have a lot of fantastic things planned and look forward to sharing more details with everyone as we continue to grow and improve Pier One Yacht Sales," says Len. Tony will be missed. His hard work and dedication that he devoted to Pier One will be unmatched and now with Mike on board, we are looking forward to an exciting next phase of the company evolution."

## News from Collier County Sheriff's Office Marine

Hello, everyone,

This month's topic is lightning.

We have received a few questions from boaters about manatee zones during a storm, which we will answer later in the column, but first, here's a lightning fact you may not know: While Florida is known as the lightning capital of the U.S., the Orange Tree community in eastern Collier County is the nation's top spot for lightning.

Here are some tips to help prevent you from being struck by lightning:

- Keep an eye on the sky and radar. With growth in technology, we all carry a remote weather radar in our pockets. Find an application that works for you and you can easily navigate through. Taking a few minutes to track a storm will not only keep you dry but it will keep you safe from a lightning strike.
- Keep an ear out for thunder. It is recommended that if you hear thunder less than 30 seconds after you see lightning, seek shelter immediately. Lightning strikes both in front and behind a storm, so make sure you give yourself plenty of time. If on land, seek shelter in a solid structure like a building or fully enclosed hard-top car. Seeking shelter under a partially enclosed structure like a carport or picnic shelter carries the same dangers as standing under a tree. Energy from the strike can feed back up from the ground or through the object and back into you.
- If you're unable to make it to safety, make yourself small and low away from tall objects. It is recommended that you squat low on the balls of your feet. Spread out if you're with others.
- If you are caught out on a boat, try to get occupants to a safe place in the vessel. Have them don a PFD and go below into a cabin, if equipped. Lightning often strikes the tallest point, so get low. If there is no enclosure, crouch down in a place that is both low and away from any metals. If you are unable to throw anchor and must man the helm, avoid as much metal as

possible and do not grab something metal with both hands. Keep rubber-soled shoes or flip flops on.

In the event of a lightning strike injury, it is important to remember that the body will not store the energy and first aid is safe and should be rendered immediately.

This brings us to the question of whether boaters can speed in a manatee zone in a storm. There is not a clear answer because the Manatee Sanctuary Act Statute and subsequent rule don't provide a provision for lightning. However, local judges and our maritime law enforcement officers across the county, have used the approach of life preservation. Meaning, if a situation of a sudden storm and an imminent threat of lightning is present, then you can speed through a manatee zone to ensure everyone onboard makes it to a place of safety alive. This approach would not apply if you are at already place of safe harbor and are trying to make it home. An example of each would be if you are heading north through the Intracoastal Waterway approaching the narrows and you witness a close lightning strike with thunder within the 30-second mark, you would be able to run a vessel through the narrows to get to safety. However, if you were at a waterfront restaurant on Naples Bay and a lightning storm moved in, you would not be allowed to board your vessel and run through Naples Bay South to get to your final destination because you were already at a place of safe harbor.

We wish everyone a fun and safe boating summer! If you have a question you want answered in this column, please email [marine@colliersheriff.org](mailto:marine@colliersheriff.org).



## Member News



### ◆ FREEDOM WATERS FOUNDATION AND RIGHT SIDE FISHING COLLABORATE TO AID VETERANS

Freedom Waters Foundation, an organization helping children, individuals with special needs, and veterans by providing on-the-water experiences, launched a new collaboration with Right Side Fishing, a fellow nonprofit with a similar mission.

Together, they hosted their first combined event, taking 3 veterans out for a therapeutic day on the water, on July 8.

Right Side Fishing is a local organization dedicated to providing the opportunity for veterans to improve overall health and well-being through boating, fishing, and socialization with others. It was founded in 2021. Freedom Waters Foundation launched its veteran's program in 2012, 6 years after the organization was founded, and is continuing to expand its veteran services.

"Freedom Waters Foundation provides boating and fishing for veterans offering the opportunity to relax and leave their concerns on the dock while enjoying the camaraderie of other veterans," commented Robin Meagher, Director of Program & Development, Florida East Coast for Freedom Waters Foundation. "It was a pleasure to partner

with a new organization like RSF and share in improving the lives of veterans in our community."

### ◆ FREEDOM WATERS FOUNDATION WELCOMES KELLY APFEL

#### AS DIRECTOR OF MARKETING AND DEVELOPMENT

The Freedom Waters Foundation team continues to grow as Kelly Apfel joins as Director of Marketing and Development. In her new role, Apfel will concentrate on the southwest coast of Florida and other areas of growth outside of Florida, as well as directing the overall marketing efforts of the organization.

"It's so exciting to see our team grow," said Debra Frenkel, LCSW, founder and executive director of Freedom Waters Foundation. "We're so happy to welcome Kelly to our family and look forward to working with her on new and exciting opportunities for our organization this year."

Prior to joining Freedom Waters Foundation, Apfel was the Marketing and Development Manager at Midwest Food Bank Florida, a nonprofit organization based in Fort Myers dedicated to alleviating hunger and malnutrition locally and throughout the world and providing disaster relief. She holds more than nine years of experience of nonprofit experience in addition to other professional experience.

For more information, visit <https://freedomwatersfoundation.org>.



# sightseeing, fishing & dolphin watching

Now offering discounts for Collier & Lee County Fire & EMS

**BOGO Sightseeing Cruises & Dolphin Watch Eco Tours**

**HALF OFF any fishing ticket with one full price purchased**

**10% OFF Private Charters**

PURE FLORIDA - 1200 FIFTH AVE S- NAPLES, FL 34102  
NOT VALID DECEMBER 24TH- JANUARY 3RD  
OFFER VALID THROUGH 12/31/22 CAN NOT BE COMBINED WITH OTHER OFFERS OR COUPONS



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- Receive a **\$100 bonus cash back**<sup>2</sup> when you spend \$3,000 in the first 90 days of opening an account

#### EARN REWARDS LIKE



**Cash Back:** Redeem for cash back as a statement credit or get it directly deposited to your First Citizens business checking or savings account



**Pay Me Back<sup>4,5</sup>:** Redeem to get full statement credit for recent purchases over \$100



**TCA Donations:** Redeem rewards points for donations to Teen Cancer America for specialized hospital programs and facilities

#### BENEFITS INCLUDE<sup>3</sup>

- **Cell Phone Protection:** Coverage for damage or theft up to \$600
- **Purchase Security:** Protects new purchases within the first 90 days of purchase
- **Visa Zero Liability:** Guarantees that you won't be held responsible for unauthorized charges
- **Contactless And Digital Wallet:** Load credit cards into a Digital Wallet and Tap to Pay
- **Card Management:** Control your cards from your computer or mobile device
- **Auto Rental Collision Damage Waiver:** Reimburses for damages caused by theft or collision of most rented cars
- **Extended Warranty:** Helps you manage, use and extend warranties
- **Travel and Emergency Assistance Services:** Helps in case of an emergency while traveling

<sup>1</sup> Merchants who accept Visa credit cards are assigned a merchant code, which is determined by the merchant or its processor in accordance with Visa procedures based on the kinds of products and services they primarily sell. We group similar merchant codes into categories for purposes of making reward offers to you. We make every effort to include all relevant merchant codes in our reward categories. However, even though a merchant or some of the items that it sells may appear to fit within a rewards category, the merchant may not have a merchant code in that category. When this occurs, purchases with that merchant won't qualify for rewards offers on purchases in that category.

<sup>2</sup> Rewards offers will be awarded within 60 days of qualification.

<sup>3</sup> Pay Me Back redemptions must be made within 60 days of original qualifying purchases. Some exclusions apply to certain categories of transactions. No statement credit will be applied against any monthly minimum payment due.

<sup>4</sup> Cellular Telephone Protection, Purchase Security, Extended Warranty, Travel and Emergency Assistance Services, and Auto Rental Collision Damage Waiver provided by Visa. Certain terms, conditions and exclusions apply. For complete details, please refer to your Visa Guide to Benefits or firstcitizens.com/business-cardholder.

<sup>5</sup> All First Citizens credit cards automatically protect you from liability for unauthorized transactions when you report them promptly. For more information, please see the First Citizens Business Credit Card Cardholder Agreement and Disclosures.

Normal credit approval applies. Member FDIC.

#### Get Started Today.

To open an account or to learn more, visit your local First Citizens branch, call 1.866.FCB.4BIZ (1.866.322.4249) weekdays between 8:00 a.m. and 8:00 p.m. Eastern time or visit [firstcitizens.com](https://firstcitizens.com).



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Tiffany Sawyer-Schank  
*Executive Director*

## Sponsor the MIACC Boat Parade



Marine Industries

### **Christmas Boat Parade**

December 10, 2022

*Bright White Nights*



## MIPAC 3rd Quarter Contributions

### **Marine Industries Promoting Access for Citizens**

In 2002 the Marine Industries Association of Collier County formed a Political Action Committee named Marine Industries Promoting Access for Citizens (MIPAC). This action was taken so that we can support issues and legislative candidates who assist the goals and purposes of the marine industries community.

On a quarterly basis, the MIPAC seeks donations of \$50.00 from each member. The MIPAC's mis-

sions and goals are to act upon problematic issues that must be addressed at the legislative level for the growth and protection of the marine industry. Monies collected from the MIPAC donations are used in supporting political decision makers that will tackle the very issues that affect all members of our industry. As a good steward of our member's donations, MIPAC adheres to uniform contribution criteria when determining how much and

*Our Mission:* Marine Industries Association of Collier County (MIACC) is a not-for-profit membership-based organization focused on the responsible growth of the marine industry for the benefit of its members, recreational boaters, the community, and the environment.

*Our Goal:* MIACC represents recreational boating and member interests at the Local, State, and Federal levels; Issues of interest include Water Access, Recreational Boating, Commercial Boating, Free Trade, Advocating for Property Rights, and Legislative or Regulatory initiatives that impact these interests.

*Our Members:* Members include Dealers & Manufacturers, Boating & Professional Services, Charters, Marine Contractors, Boat Lifts, Shipyards & Storage, and Equipment & Accessories.

to which candidate assistance is allocated.

MIPAC will educate you about the political landscape and issues facing our organization and will strategize political impact. In addition, the committee is always open to suggestions, questions and comments.

Please send your quarterly donations to MIPAC, PO Box 9887, Naples, Florida 34101



**3rd Quarter Requests  
Make Checks Payable to  
MIPAC!**

## Upcoming Events

MIACC Membership Meeting  
Christmas Boat Parade  
Naples Boat Show  
Kids Fishing Clinic

September TBD  
December 10, 2023  
January 19-22, 2023  
March 4, 2023

