



# MIACC

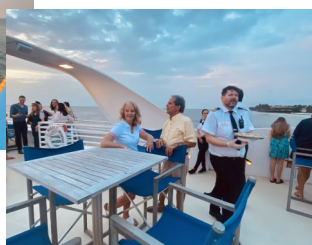
## *At the Helm*



### Membership Meeting Fun



A fun night of networking with our MIACC members aboard the Naples Princess



### August 2024

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

#### **Nautical Miles Marine**

Justin Perun  
Phone: (941) 216-7625  
3779 Cannopy Circle  
Naples, FL 34120  
Email: [charters@nautimiles.com](mailto:charters@nautimiles.com)

*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

### MARINE INDUSTRIES DOCKTAIL party

Naples City Dock  
October 11-13, 2024



- New & Used Boats, Yachts, and Mega Yachts
- Fun for the Whole Family
- Admission is FREE

#### **SHOW HOURS:**

Friday: 5-8PM • Docktail Party  
Saturday: 10AM-5PM  
Sunday: 10AM-2PM

Visit [MIACC.org](http://MIACC.org) for area parking locations and information





## Member News & Events



Currently running 20% off public charters

Purchase \$50 and receive \$60  
We know it isn't the holidays, but why not SEAS The Day by opening back up our Gift Certificate Promotion. Purchase a \$50 Gift Certificate and get an additional \$10! We would love to have you join us on the water when you are ready. With this promotion, you can save money and support our local business. Thank you!  
Expires: Never



PREVIEW BUY NOW

Purchase \$100 and receive \$125

We know it isn't the holidays, but why not SEAS The Day by opening back up our Gift Certificate Promotion. Purchase \$100 Gift Certificate and get an additional \$25! We would love to have you join us on the water when you are ready. With this promotion, you can save money and support our local business. Thank you!  
Expires: Never



Email Marketing: Crafting Effective Campaigns for Boat Dealers

For the marine business, email marketing is a critical skill for communicating with both existing and new clients. Segmenting your audience to understand them better will result in interesting and personalized emails. Luxury yacht owners, fishing enthusiasts, and recreational boaters have unique needs. Use website analytics and CRM technologies to build comprehensive customer profiles. Customization turns meaningless emails into insightful correspondence. Send customized messages that resonate with your audience by segmenting them according to their interests, past purchases, and demographics. Catchy subject lines pique interest and draw readers in, so make a good first impression. Stunning images and videos highlight your boats' characteristics and advantages, making your communications look more appealing overall. Put these strategies into practice to help your boat dealership build stronger relationships, increase sales, and cultivate brand loyalty.



Paid for by Russell Burland. Republican for Collier County Mosquito Control Seat 5

Golden Gate Civic Association Straw Vote for  
Collier Mosquito Control District Seat 5  
Russell Burland 210 Opponent 47

### SAVE THE DATE

For the 11th Annual

## KIND MARINERS BALL

*Ko'Olina - A Place of Joy!*

Just like Freedom Waters Foundation

February 20, 2025 - Naples Sailing and Yacht Club

### THURSDAY, FEBRUARY 20, 2025

5:30 PM UNTIL 11:00 PM

NAPLES SAILING & YACHT CLUB  
896 River Point Drive, Naples, Florida 34102

\$400/person \$3200/table of 8

[www.kindmarinersball.com](http://www.kindmarinersball.com)

#### CORPORATE SPONSORSHIP OPPORTUNITIES

**Admiral \$15,000**

- Invitation for ten (10) to Kind Mariner's Ball
- Company logo or name on invitation as presenting sponsor
- Recognition in pre-event announcements and press releases
- Company logo or name on Kind Mariner's Ball website
- Company logo or name on all Kind Mariner's Ball digital and printed materials

**Commodore \$10,000**

- Invitation for eight (8) to Kind Mariner's Ball
- Company logo or name on Kind Mariner's Ball website
- Company logo or name on all Kind Mariner's Ball digital and printed materials

#### SPECIALTY SPONSORSHIP OPPORTUNITIES

**Entertainment Sponsor \$15,000**

- Invitation for four (4) to Kind Mariner's Ball
- Company logo or name on invitation
- Recognition in pre-event announcements and press releases
- Company logo or name on Kind Mariner's Ball website
- Company logo or name on all Kind Mariner's Ball digital and printed materials

**Audio Visual Sponsor \$15,000**

- Invitation for four (4) to Kind Mariner's Ball
- Company logo or name on invitation
- Recognition in pre-event announcements and press releases
- Company logo or name on Kind Mariner's Ball website
- Company logo or name on all Kind Mariner's Ball digital and printed materials

**Decorations/Centerpiece Sponsor \$12,000**

- Invitation for two (2) to Kind Mariner's Ball
- Company logo or name on Kind Mariner's Ball website
- Company logo or name on all Kind Mariner's Ball digital and printed materials

**Specialty Drink and Ice Sculpture \$7,500**

- Invitation for two (2) to Kind Mariner's Ball
- Company logo or name on Kind Mariner's Ball website
- Company logo or name on Specialty Drink cup

**Photo Opportunity \$2,500**

- Invitation for two (2) to Kind Mariner's Ball
- Company logo or name on Kind Mariner's Ball website
- Company logo or name on all Kind Mariner's Ball digital and printed materials
- Company logo or name on Photo Frames

#### Table Hosts - Recognition on Invite and in Program

- VIP Host Table for 10 Guests - \$4000
- Table Host for 8 Guests - \$3200

Contact Debra Frenkel  
(239) 248-1120 • [dfrenkel@freedomwatersfoundation.org](mailto:dfrenkel@freedomwatersfoundation.org)  
[www.KindMarinersBall.com](http://www.KindMarinersBall.com)

## Member News



### WELCOME CHRIS BURKARD!



Allied Marine is pleased to announce that Chris Burkard has joined our team!

Chris is a native Floridian and an avid lifelong boater with over 30 years of yacht sales experience.

Growing up in Ft. Lauderdale, Chris' father and grandfather were both boat owners and maintained a small fleet of boats and yachts up to 57'. Nearly all the family's free time and vacations were spent on the water aboard a vessel.

He began his career in the Yachting industry in 1993 at Allied Marine in Stuart, Florida. In 1994 Chris sold his first yacht, a 53 Hatteras Motor Yacht. In 1997 he moved to Naples and began selling yachts in the Southwest Florida area.

We are excited to have Chris back on our team and are looking forward to his contributions and expertise! If he's not out with clients, you will find him at our Naples office!

/// Office 239-262-6500

/// Mobile 239-253-3670

/// [Chris.Burkard@AlliedMarine.com](mailto:Chris.Burkard@AlliedMarine.com)

/// 909 10th Street S, Ste 102, Naples, FL 34102

/// [www.alliedmarine.com](http://www.alliedmarine.com)



Golden Boat Lifts Unveils Cutting-Edge Innovations: Invisilift, Freestanding Lift, and Golden Float Lift

Fort Myers, FL – July 24, 2024 – Golden Boat Lifts, a leading manufacturer of boat lifts and marine products, is excited to announce the launch of three groundbreaking products designed to enhance the boating experience: the Invisilift, Freestanding Lift, and Golden Float Lift. These new additions to the Golden Boat Lifts lineup demonstrate the company's commitment to innovation, quality, and customer satisfaction.

#### Invisilift: The Invisible Boat Lift Solution

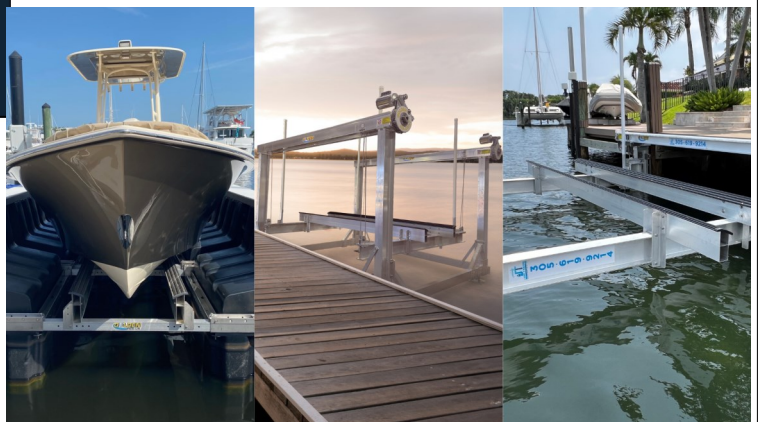
Golden Boat Lifts introduces the Invisilift, a revolutionary boat lift system that seamlessly blends with any waterfront property. Engineered for discretion and performance, the Invisilift is designed to be virtually invisible when not in use, preserving the natural beauty of the surroundings. Its robust construction and advanced technology ensure a smooth and reliable operation, providing boat owners with peace of mind and a sleek, unobtrusive solution for their lifting needs.

#### Freestanding Lift: Versatility and Strength in One

The new Freestanding Lift from Golden Boat Lifts offers unparalleled versatility and strength. Perfect for locations where traditional lift installations are not feasible, this freestanding model is designed to support a wide range of boat sizes and types. Its modular design allows for easy customization and relocation, making it an ideal choice for both private docks and commercial marinas. Constructed with marine-grade materials, the Freestanding Lift guarantees durability and longevity in harsh marine environments.

#### Golden Float Lift: Effortless Docking and Storage

The Golden Float Lift is set to pioneer the way boaters dock and store their vessels. This innovative lift system combines the convenience of floating docks with the security and stability of traditional boat lifts. Featuring a user-friendly design, the Golden Float Lift allows for effortless docking and retrieval of boats, reducing the risk of damage and making boating more enjoyable. Its adaptable structure can accommodate various water levels and boat sizes, ensuring a perfect fit for every boater's needs.





# Member & Industry News



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Do more.  
Forever First.®**

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You can learn more or apply online at [firstcitizens.com/bizcreditcards](https://firstcitizens.com/bizcreditcards).

## Your Business Advantage

The First Citizens Business Visa® Card allows your business to:

- Track Expenses: Keep personal and business finances separate and avoid any possible hurdles in the future.
- Keep Cash Flowing: Help grow your business with added working capital.
- Earn Rewards: Get rewarded for every purchase made with your First Citizens Business Visa® Card.
- Get Employee Cards: Add cards and set spending limits at no additional costs.
- Build Business Credit: Build a strong credit score for your business.
- Get Cell Phone Protection: No additional cost when you pay your monthly cell phone bill with your card!

Choose the card that meets your business needs and goals. Learn more at [firstcitizens.com/bizcreditcards](https://firstcitizens.com/bizcreditcards).



[firstcitizens.com/bizcreditcards](https://firstcitizens.com/bizcreditcards)

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**Reward your business  
with a First Citizens  
Business Visa® card.**



**ENGEL & VÖLKERS®**  
YACHTING

**SUMMER DEALS**

**Great Buys! Great Boats For Sale!**



**28ft 2023 Power Catamaran  
NOW \$249,000**



**NEW LISTING**

**38ft 1996 Formula  
\$275,000**



**39ft 2023 Fishing Raptor  
NOW \$549,000**



**NEW LISTING**

**45ft 2007 Bruce Roberts  
\$199,000**

Locals Preferred Yacht Brokerage

**CONTACT WALTER JOHNSON • +1 239 404-9329 • [EVYACHTSALES.COM](https://www.evyachtsales.com)**

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## Which First Citizens Business Visa® credit card is right for you?

Find a credit card that fits  
your business needs.



### Premium Rewards Business

- 50,000 bonus points after you spend \$4,500 in the first 90 days from account opening<sup>1</sup>
- 3 points per \$1 spent on restaurants, advertising and travel<sup>2</sup>
- 1.5 points per \$1 spent on all other purchases<sup>3</sup>
- Redeem for travel, cash back<sup>4</sup>, gift cards, Pay Me Back<sup>4a</sup> and more.
- No earning cap, and points don't expire
- \$0 intro annual fee for the first year, then \$95<sup>5</sup>
- 19.24% - 28.24% APR on purchases, based on creditworthiness
- 19.24% - 28.24% APR on balance transfers, based on creditworthiness
- No foreign transaction fee

### Rewards Business

- 10,000 bonus points after you spend \$3,000 in the first 90 days from account opening<sup>1</sup>
- 3 points per \$1 spent on gas<sup>2</sup>
- 2 points per \$1 spent on restaurants and travel<sup>2</sup>
- 1 point per \$1 spent on all other purchases<sup>3</sup>
- Redeem for travel, cash back<sup>4</sup>, gift cards, Pay Me Back<sup>4a</sup> and more
- 10,000-point monthly earning cap and points expire after 3 years
- No annual fee
- 0% intro APR<sup>5</sup> for first 9 months on purchases; after that, 17.24% - 28.24%, based on creditworthiness
- 0% intro APR<sup>5</sup> for first 9 months on balance transfers; after that, 17.24% - 28.24%, based on creditworthiness
- No foreign transaction fee

### Cash Rewards Business

- \$100 bonus cash back after you spend \$3,000 in the first 90 days from account opening<sup>1</sup>
- 5% cash back on utilities and wireless phone bills for first 12 months; 3% thereafter<sup>2</sup>
- 2% cash back on gas and office supplies<sup>2</sup>
- 1% cash back<sup>2</sup> on all other purchases<sup>3</sup>
- Redeem for cash back and Pay Me Back<sup>4a</sup>
- No earning cap, and reward dollars expire after 3 years
- No annual fee
- 0% intro APR<sup>5</sup> for first 9 months on purchases; after that, 17.24% - 28.24%, based on creditworthiness
- 0% intro APR<sup>5</sup> for first 9 months on balance transfers; after that, 17.24% - 28.24%, based on creditworthiness
- 3% foreign transaction fee

[firstcitizens.com/bizcreditcards](https://firstcitizens.com/bizcreditcards)

<sup>1</sup> Bonuses are defined as net retail purchases (gross retail purchases less any returns or credits).

<sup>2</sup> Merchants who accept Visa credit cards are assigned a merchant code, which is determined by the merchant's business type and the products and services they primarily sell. We group similar merchant codes into categories for purposes of earning reward credits. We make every effort to include all relevant merchant codes in our rewards categories. However, even though a merchant may accept Visa credit cards, we may not yet have added that merchant's code to our rewards categories. When this occurs, purchases with that merchant won't qualify for rewards in that category.

<sup>3</sup> Pay Me Back redemptions must be made within 60 days of original qualifying purchase of \$100 or greater. Some restrictions apply to certain categories of transactions. No statement credit will be applied against any monthly minimum payment due.

<sup>4</sup> APR (Annual Percentage Rate) ... The Prime Rate used to determine your APR is The Wall Street Journal Prime Rate as published on the last day of the preceding calendar month. The Current Prime Rate as of 07/27/2024 is 5.50% and remains in effect. The transaction fee for a cash advance is 5% or 4% of the amount of the cash advance, whichever is greater. The transaction fee for foreign transactions is 3% (2% for Premium Rewards and Rewards Business) of each transaction after conversion to US dollars.

<sup>4a</sup> Get Prepaid Prepaid Rewards, Rewards and Cash Rewards Business Visa credit card only. Auto Rental Collision and Travel And Emergency Assistance Services provided by Visa®. Certain terms, conditions, and restrictions apply. For complete details, visit [firstcitizens.com/bizcreditcards](https://firstcitizens.com/bizcreditcards).

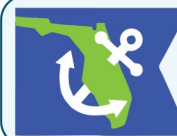
<sup>5</sup> Cash back rewards can be redeemed as a statement credit or as a deposit into your First Citizens checking or savings account.

<sup>7</sup> The \$100 Intro Annual Fee will be waived for your first year charged to your Premium Rewards Credit Card Account every 12 months thereafter.

<sup>8</sup> It will be subject to a balance transfer fee of 5% or 3% of the amount of each transfer, whichever is greater.

<sup>9</sup> Some point-to-point sales will be waived within 90 days of qualification. Limit one per company. New York residents may contact the New York Department of Financial Services by telephone at 1-800-342-3726 or visit its website at <https://www.dfs.ny.gov> for more information on comparative credit cards. Not all cards are available.

These disclosures are accurate as of November 2023 and are subject to change. Call 1-888-329-4732 to request a change to the terms and conditions of the card.



**Marine Industries Association  
of Florida Fall Conference**  
September 25 - 27, 2024  
Fort Myers, FL

**Luminary Hotel & Caloosa Sound Convention Center**

*Downtown Fort Myers Along the Caloosahatchee River*



**Regional Florida Marine Association's - National Marine Association's  
Marine Businesses - State & Local Regulatory Agencies - Lawmaker's**



**Join us in our Efforts to Protect & Promote Florida's Marine Industry**

Hosted by the Marine Industries Association of Southwest Florida (MIASWF)

Contact [info@miaswf.com](mailto:info@miaswf.com) for more information

**W-Yachts**  
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[www.yorkroadmarine.com](https://www.yorkroadmarine.com)

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St. James City,  
Pinel Island, FL**

**(239) 283-1149**

**SUMMER BOAT BONANZA!**

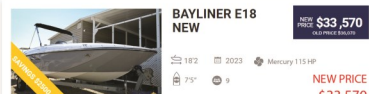
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**NEW PRICE \$33,570**



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NEW**

**NEW PRICE \$56,061**

**NEW PRICE \$56,061**



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**NEW PRICE \$60,685**

**NEW PRICE \$60,685**

**CALL TO GET NEW PRICE**



**BAYLINER DX2200  
NEW**

**NEW PRICE \$50,990**

**NEW PRICE \$50,990**



**YAMARIN 88 DC  
NEW**

**NEW PRICE \$259,000**

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# Member News & Listings



Call Us Today! 800.266.4432 or Visit Us Online at [sycyachts.com](http://sycyachts.com)



2024 INVINCIBLE 36' OPEN FISHERMAN



2024 INVINCIBLE 33' CATAMARAN



2024 TIDEWATER 2700 CAROLINA BAY



2024 TIDEWATER 232 LXF



2024 TIDEWATER 232 ADVENTURER



## BROKERAGE LISTINGS



1990 BUDDY DAVIS 61



2011 HUNT YACHT 52



2021 GULFCROSSER 52



2020 BENETEAU SWIFT TRAWLER 47



2015 REGAL 46 SPORT COUPE



2008 CABO 45 EXPRESS



2022 AZIMUT 45 ATLANTIS



2017 SEAHUNTER 45 TOURNAMENT



2019 EVERGLADES 435



2006 SABRE 42 HARD TOP EXPRESS



2023 SCOUT 425 LXF



2022 REGULATOR 41



## BROKERAGE LISTINGS



2018 PURSUIT OS 385



2019 INVINCIBLE 37 CATAMARAN



2015 GRADY-WHITE FREEDOM 375



2018 SCOUT 355 LXF



2017 JUPITER 34 CC



2015 YELLOWFIN 32



2004 ALBEMARLE 310 EXPRESS



2020 CAPE HORN 32 XS



2017 SEA RAY 31 SLX



**SYC YACHTS**

# WE ARE HIRING

JOIN OUR TEAM

An Expanding Yacht Brokerage Currently Looking  
for TWO Experienced Yacht Brokers.

### GENERAL REQUIREMENTS :

- Must have previous experience working in Yacht Sales or a related industry,
- Must possess expertise and understanding of the Yacht industry and boats in general.
- Monday through Friday with a rotational Saturday.
- Invincible, Yellowfin, Tidewater
- New Construction
- Brokerage
- MUST HAVE FLORIDA LICENSE AND PREVIOUS EXPERIENCE

SEND YOUR RESUME TO :  
[mackie@sycyachts.com](mailto:mackie@sycyachts.com)

Marine Industries Association of Collier County  
PO Box 9887  
Naples, FL 34101

Phone: (239) 682-0900  
Fax: (239) 236-9000  
Email: [director@miacc.org](mailto:director@miacc.org)  
[www.miacc.org](http://www.miacc.org)

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Tiffany Sawyer-Schank  
Executive Director



## 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

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

### Upcoming Events

MIACC Membership Meeting: TBD  
Docktail Party  
Christmas Boat Parade  
Naples Boat Show

September TBD  
October 11-13  
December 14  
January 23-26

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**SHORELINE LUMBER**  
FLORIDA

**TITAN DECK**  
MARINE DECKING

*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.



Please make checks payable to MIPAC

