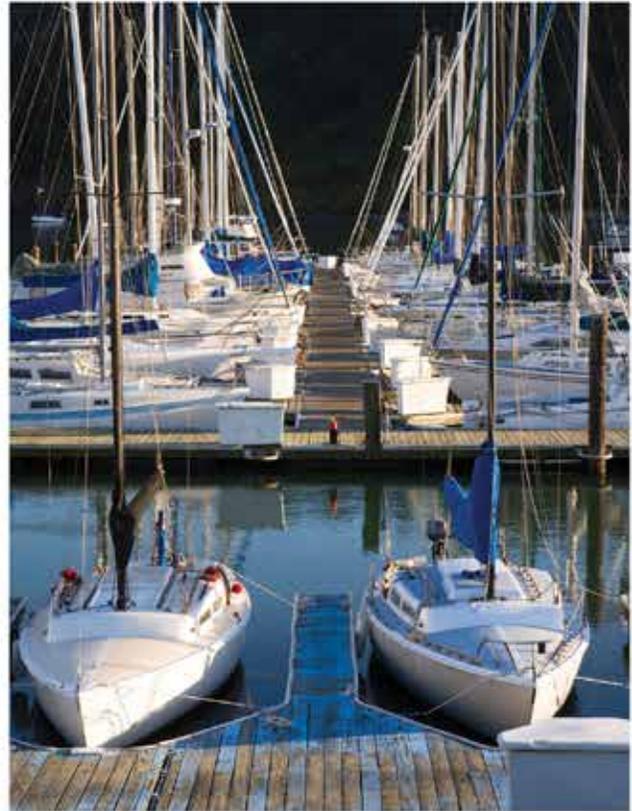


Pier Press

January 2016



Looking Ahead

Message from the President, Don McCann

Happy New Year! Now that the frenzy of the holidays is over and the depths of winter have settled in, we can all retreat to the back room and play checkers around the pot-bellied stove. If only! No, this is the time of year to do deferred maintenance on the travel lift or hydraulic trailer, replace questionable dock boards, or if you're lucky, get to work on that project boat in the shelter of the high bay out back. And then, of course, there are the boat shows. During the board meeting last Wednesday, conversation drifted to that topic, and the consensus seemed to be that sales from the boat shows have not been as robust as previous years. The question is, why? And again, the consensus seemed to point to the issue of the Federal sequester, which has hurt Virginia harder than most of our neighboring states. So what do we do?

Well, if we do not promote boating in Virginia, who will? For those who have been following this newsletter, I have been talking about working with the Virginia Tourism Corporation for some time now. To that end the board voted unanimously to pursue a tier I marketing leverage program grant in order to better promote what the Virginia waterways have to offer. This is a \$10,000 grant with a 1:1 match required (one dollar from partners matched by one dollar from VTC).

So here is the rub, we need to come up with \$5,000. According to VTC "A minimum of three **Virginia** entities must partner financially to apply for funding consideration. In order to be considered a financial partner, a minimum commitment of \$250.00 is required. **Partners** may consist of Virginia towns, cities, counties, convention and visitors bureaus, chambers of commerce, other local or regional destination marketing organizations (DMO), *private businesses*, museums, attractions, cultural events, and not-for-profit entities."

My first plea is to you, our membership, to help with a minimum pledge of \$250. Let's see where that gets us. If we don't make the mark, follow-up can then be made by any interested members to the various chambers, town and city

governments. It is my opinion that this grant is important to the future of the organization.

So please give due consideration and send us a pledge. I know, that sounds too much like public broadcasting, but hey this initiative should prove beneficial to all parties on the waterfront.

I look forward to hearing from you.

VMTA a Co-Host for American Boating Congress

On May 9-11, 2016 in Washington DC, VMTA will join a broad group of co-hosts to support the American Boating Congress. This year, driven by 2015's success, numerous industry partners have agreed to co-host ABC, joining the rallying-cry to strengthen the industry's collective advocacy impact. An engaging lineup of event speakers will feature an influential group of policy specialists and industry authorities, as well as legislative and regulatory officials.

As co-hosts, these organizations have committed themselves to growing the industry through public policy advocacy. Assembling from a wide variety of industry segments, these groups provide ongoing counsel and insight into what issues are of the most pressing interest to stakeholders and advocates, ensuring that ABC's agenda will be packed with timely and relevant policy matters. Co-hosts will be attending ABC with representatives from their respective organizations, contributing to a dynamic dialogue during the event.

Join us, May 9-11, 2016 in Washington, DC to become an advocate for boating. ABC takes place at Renaissance Hotel Washington, DC (999 Ninth Street NW, Washington, DC 20001).

MARAD Announced \$5 Million in Small Shipyard Grants

Courtesy Maritime Executive

The U.S. Maritime Administration (MARAD) has announced the availability of nearly \$5 million in grants to support efficiency improvements and modernization at small American shipyards.

Shipyard Grants Continued on Page 3

“American shipyards are currently producing some of the most modern and innovative vessels in the world,” said Maritime Administrator Paul “Chip” Jaenichen. The grants are intended to strengthen domestic yards’ global competitiveness.

“Investments in our shipyards and American workers is critical,” said Transportation Secretary Anthony Foxx.

“These grants support and strengthen both local communities and our national economy.”

Eligible projects include training programs and equipment or infrastructure improvements. The grants are limited to no more than 75 percent of estimated improvement costs, and are available to U.S. shipyards with less than 1,200 production employees. The application deadline is February 16, with award announcements no later than April 18.

The shipyard funds were allocated by Congress as part of the 2016 Omnibus Appropriations bill passed and signed in December. The budget bill came just shy of the Maritime Administration’s requested total funding level of \$407 million, including \$210 million allocated for the Maritime Security Program (MSP), funding for the maritime academies and the small shipyard funds referred to in today’s announcement.

The bill also provided a substantial increase for the U.S. Corps of Engineers Civil Works program with funding of nearly \$6 billion, fully one quarter more than the amount requested by the president. The Corps budget includes \$3 billion for waterways operation and maintenance and \$1.25 billion for harbor maintenance. Some communities along the flood-stricken Mississippi are already expressing gratitude for the additional federal help addressing long-term problems with water level management.

Boatyards of the Future

Courtesy ABBRA

A new generation, “the millennials”, have not only entered the recreational marine industry workforce, they are assuming management positions and demanding that we do business differently. Their insights can be refreshing, challenging, and full of hope for the future. They are quick to respond and “connected”. At the same time, there is no

Welcome New Member

Virginia Asset Management, Midlothian

substitute for experience, and the experienced people are getting ready to leave the workforce. Before they do, its important they pass on tried and true principles and procedures that are required to perform quality work and sustain the growth of a marine industry business. ABBRA is attempting to identify common goals and focus on the value of the differences between experienced and knowledgeable marine industry veterans and the new breed with bright ideas and a readiness for the future that we hope to see. We also need to facilitate a discussion about career awareness and what we can do as an industry to attract not only today’s younger generation but the generation after them, “generation Z”.

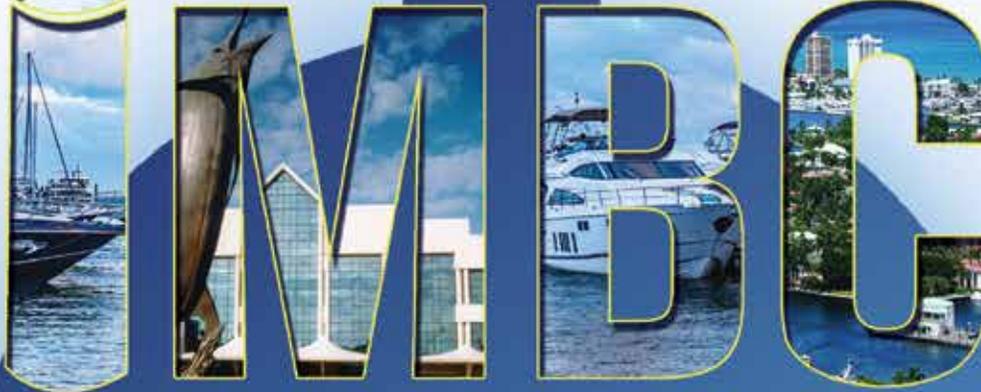
In case you haven’t noticed, there are no secrets anymore. Millennials are accepting and prepared for the transparency brought about by Facebook, Twitter, Instagram, Snap Chat, and FaceTime and they understand the marketplace that depends on it. This generation lives on their mobile devices and spends 3 + hours a day on social media. If we want to get them interested in the marine industry, we need to speak their language and use their medium to reach them. During a recent study, it was discovered that a person looks at their phone approximately 110 times a day. Technology is constantly advancing and the marine industry must recognize the need for their company to keep up with it. This often means hiring someone that has grown up with social media as a tool for connecting with the outside world because they will show us how to reach our workforce of the future and the marketplace that needs our products and services.

Maryland Marina Fire Proves Benefits of Working with BoatUS Foundation on Fuel Spill Prevention

When a fire broke out recently aboard a 40-foot powerboat stored ashore at the 500-slip Bowleys Marina on the eastern outskirts of Baltimore, marina staff were prepared. Long before flames had lit the afternoon sky and then being safely doused by the fire department, spill prevention

Fuel Spill Prevention Continued on Page 5

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equipment was pre-positioned on the facility's grounds. However, with much of that gear located near the docks, it was the absorbents contained in a newly arrived, no-cost BoatUS Foundation Spill Prevention kit that staff were able to use to prevent dozens of gallons of gasoline from entering the bay.

How did Bowleys get the no-cost spill kit? By taking the free, online BoatUS Foundation "Spill Prevention and Response for Marina Staff" course at BoatUS.org/spill-prevention and completing a post-course questionnaire. The Foundation is continuing this offer to all marinas with fuel docks on a first-come, first-served basis until spill kit supplies run out. Included in the weatherproof 30-gallon size storage container are absorbent pads, pillows, booms and other spill clean up materials.

Said Bowley's Assistant Manager Tony DiVenere, "After taking the course and completing the survey, I was surprised by the size and completeness of the kit. Honestly, I expected to receive a small baggie with a pamphlet and a couple of diapers. I hadn't even had a chance to put it away when the boat went up in flames. We used every last piece of the kit and no fuel made it down any storm drains or out into the Chesapeake. We have always focused on potential spills on the water, however, we will now always ensure that an additional spill kit is located upland."

Speaking about the online course, DiVenere added, "Winter is the perfect time for our staff to take the online spill prevention course, and as we plan for next season, our summer hires will complete it as well."

The course was made possible by a grant from the National Fish and Wildlife Foundation with expertise provided by Washington Sea Grant and looks at practical topics, such as how to know when a boat fuel tank is full. Additional content includes a look at different types of oil and fuel products at marinas and how to handle each safely, legally and carefully; impacts on the environment; ways to identify spill prone activities and best practices to prevent a spill; safety concerns and precautions needed with handling oil and fuel; how spill prevention and response laws impact refueling facilities; how to prepare for what steps to take if you do have a spill. For more, go to BoatUS.org/spill-prevention.

On-Water American National Standard Established for Recreational Boating Instruction

The U.S. Coast Guard's National On-Water Standards (NOWS) grant management team and American Boat and Yacht Council (ABYC) are pleased to announce the approval and publication EDU-1 On-Water Power Standard, which is the first of three proposed skills-based American National Standards (ANS) for On-Water instruction in recreational boating safety. The Standard gained formal approval on November 12, 2015.

Course designers using the EDU-1 On-Water Power Standard and NASBLA's standard ANSI/NASBLA 103-2016: Basic Boating Knowledge — Power now have the full spectrum of skills and knowledge boating standards available to integrate into safe recreational boating education programs. The EDU-1 On-Water Power Standard is available for free download from ABYC's store www.abycinc.org.

As part of the US Coast Guard's goal to raise the overall quality, availability and consistency of On-Water skills-based instruction, the NOWS Project team of Subject Matter Experts, working in partnership with ABYC using its ANSI-approved process, and hundreds of volunteers across the country, completed the development of the POWER domain standard in just over 4 years. The standard was developed on paper and then field-tested at 6 different venues across the country (Edison Sailing Center, Ft. Myers, FL April 26-28, 2013; Annapolis Sailing School, Annapolis, MD – May 3-4, 2013; SUNY Maritime, Bronx, NY – May 21-23, 2013; Mentor Harbor Yachting Club, Cleveland, OH – May 31-June 2, 2013; Capital Yacht Club/DC Sail, Washington, DC – June 21-23, 2013; Coronado Yacht Club, Coronado, CA-July 12-14, 2013).

Functioning as an American National Standard, the POWER standard identifies the fundamental skills that entry level recreational powerboat operators should be able to demonstrate after receiving instruction. The standard is freely available for voluntary application by organizations providing recreational boating safety instructional programs. Also under development are national standards for

Recreational Boating Instruction Continued on Page 6

On-Water Skills-based instruction in HUMAN-propelled craft and Sailboat operation.

More information about the Standards can be found at: www.abycinc.org or www.onwaterstandards.org.

U.Va. Professor Leading Team in Design of Turbines for Coastal Farm

Courtesy The Daily Progress

Engineers are planning to construct the nation's first off-shore energy-producing wind farm off the Virginia coast in the next 15 years.

The ambitious plan — funded by a \$3.56 million grant from the U.S. Department of Energy — calls for a wind farm that could generate enough energy for 500,000 homes.

First, Eric Loth — chairman of the University of Virginia's Department of Mechanical and Aerospace Engineering

— will have to solve a major engineering obstacle. Loth is leading a team of researchers tasked with designing turbines that can withstand hurricane-force winds.

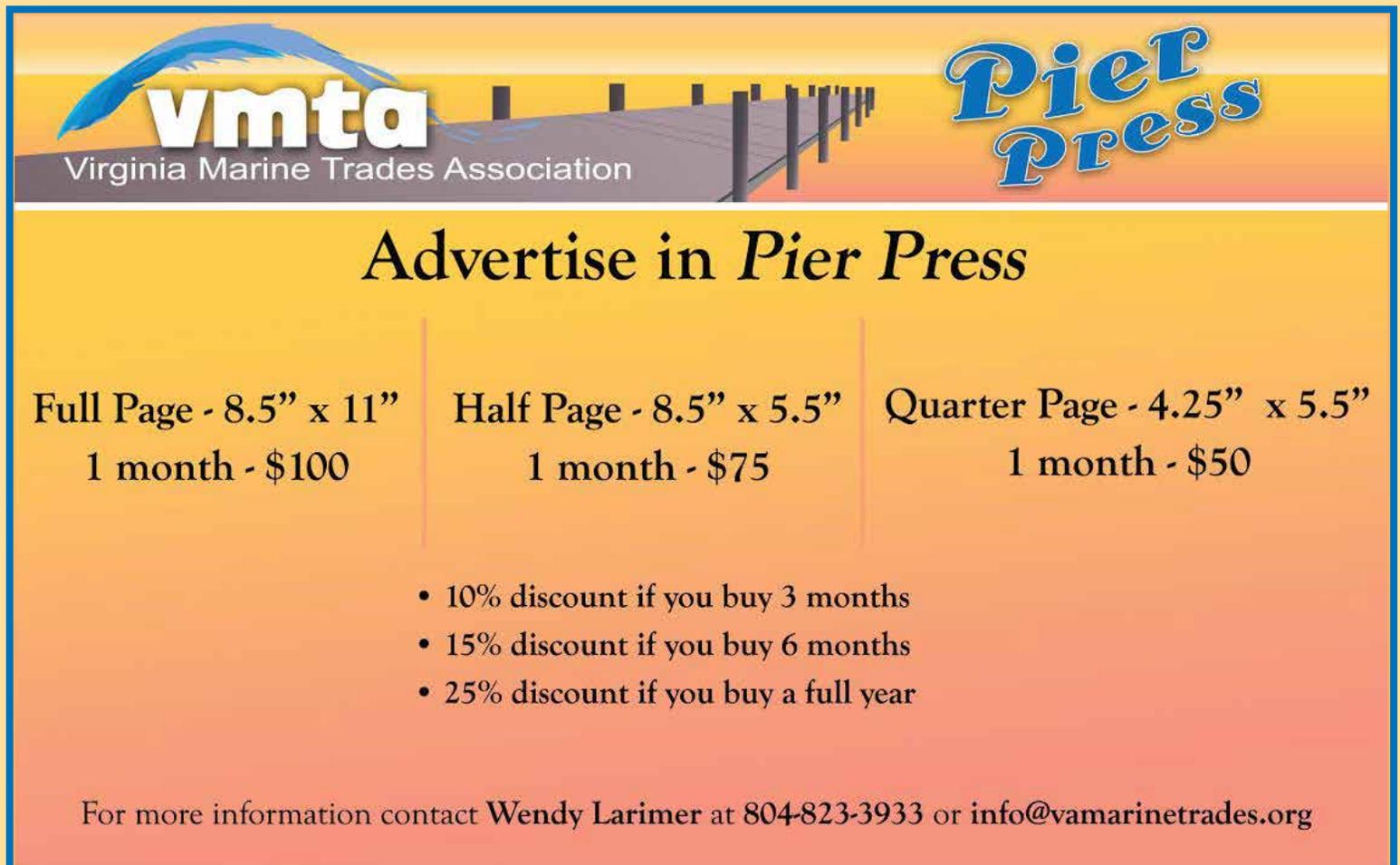
Loth and his team are looking to nature for inspiration. The team wants to build turbines with blades that would spread out to catch wind during good weather and fold, like palm fronds, during severe weather.

“You don't see oak trees along the shore because in hurricane winds, oak trees can be uprooted,” he said. “Palm trees can bend almost to the ground. That's a very lightweight solution.”

Loth and his team have partnered with Dominion Virginia Power and have early plans to build on the company's off-shore wind power lease, an area of about 112,000 acres located about 24 nautical miles off the Hampton Roads coast.

The team — consisting of researchers from the University of Illinois, the University of Colorado, the Colorado School of Mines and the National Renewable Energy Laboratory

Turbines Continued on Page 7



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— is hoping to design some of the largest, most powerful wind turbines in the world.

That would mean making some major design changes. The rotor on each turbine would be placed behind each tower, allowing the blades to bend and move without hitting the tower.

These “downwind” turbines have been constructed in Japan, but not on such a large scale. Loth’s plan calls for turbine blades of up to 200 meters (more than two football fields) in length.

Flexible rotor blades would be lighter and less rigid than the current design, and they could potentially be less expensive, said Pat Moriarty, senior engineer at NREL.

“That’s one of the innovations — we can take a lot of the material out of the blade,” he said.

If successful, Loth’s design would solve a major engineering problem facing wind power in the U.S., Loth said. Coastlines are ideal places for wind turbines because winds tend to be stronger there than on land. The United Kingdom, Germany and Denmark already have constructed large arrays generating as much as 630 megawatts of power.

But storms in the U.S. are more extreme, Loth said, and no one has found a way to construct an offshore wind farm with turbines that could stand up to the hurricane-force winds hitting the coasts.

Current turbines generate between 7 and 8 megawatts of power. The bigger a turbine is, the more vulnerable it is to heavy winds, Loth said.

Loth’s design could allow the construction of massive turbines capable of generating 50 megawatts each — enough to power about 15,000 homes. That would be a huge step for the field of renewable energy, he said.

“If we can pull this off, it would be transformative,” he said.

Moriarty said there are still many questions that need to be answered — for example, engineers have to find a way to control the turbine under extreme conditions. The team will test a prototype of the new design at the National Laboratory of Wind Energy in Boulder, Colorado, he said.

“Everything we’ve done so far has been based on simulations,” Moriarty said. “Actually [testing] a prototype will be important.”

George Hagerman, a researcher at Virginia Tech specializing in wind power, said he has watched Loth develop the plan over the past five years. It is feasible, Hagerman said, but the team will have to overcome a few challenges.

First, they’ll have to prove their design is cost effective. Spacing the turbines so they won’t interfere with one another — or with port business — also will be a challenge. Construction of such large turbines also would be difficult.

But if it works, it could be a huge leap forward for the industry, Hagerman said.



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The Virginia Marine Trades Association (VMTA) is a non-profit trade association organized to promote and support Virginia's recreational marine industry. The members are comprised of dealerships, boatyards, builders, marinas, sales brokers, boating service providers, marine technicians, and individuals. Together, we are committed to the development of the marine industry and the strength of each member business.