

# Tom Cooke Joins Safe Harbor Team



Tom Cooke recently joined Safe Harbor Yacht Sales as Chief Financial Officer. A

native St. Louisan and a boater for most of his life, Tom has for the last 26 years, been the Founder and President of a nationally recognized Event Management and Multimedia Production Company headquartered in St. Louis. Simultaneous to his appointment as CFO, Tom was elected Principal and Director to the Safe Harbor Yacht Sales board of directors.

“Tom’s background brings to Safe Harbor a wealth of talents we’ll use as we grow our business

into a nationally recognized yacht brokerage” said Tony Green, SHYS President and CEO. “His expertise in the marketing and advertising areas, plus his experience with developing internet sites will help us create closer relationships with our customers”.

When he’s not involved in Safe Harbor’s operations, Tom likes to fish and sail on the Great Lakes from his summer home on Washington Island, Wisconsin.

In addition to handling Safe Harbor’s marketing and communications work, Tom will also be responsible for the finance legal and planning functions.

## Dates to Remember

**St. Louis Open House**  
Sept. 21-23

**Ft. Lauderdale Boat Show**  
Oct. 25-29, 2001

**Annapolis Sail Show**  
Oct. 4-8, 2001

**Annapolis Powerboat Show**  
Oct. 11-14, 2001

**Miami Boat Show**  
Feb 14-18, 2002

**St. Louis Show**  
Feb 12-17, 2002

**Sarasota Boat Show**  
April 25-28, 2002

Member



**ABYC**  
Setting Standards for Safer Boating®



**SAFE HARBOR YACHT SALES**

LONGBOAT KEY    NAPLES    FORT MYERS    SAINT LOUIS

*Specializing in High Quality Vessels*

**6171 Highway V  
St. Charles, MO 63301**

## How to contact us:

**Longboat Key**  
941-383-9775

**Ft. Myers**  
941-656-1188

**St. Louis**  
636-250-3500

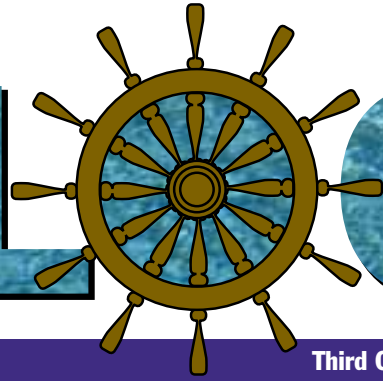
**Check us out on the Web:**  
[www.safeharboryachts.com](http://www.safeharboryachts.com)

**or drop us a line at:**  
[info@safeharboryachts.com](mailto:info@safeharboryachts.com)



Safe Harbor Yacht Sales

# Ship's LOG



Third Quarter 2001

Florida 914.383.9775 • St. Louis 636.250.3500 • info@safeharboryachts.com

## Safe Harbor Acquires Florida Operations



*Safe Harbor's office in Longboat Key, Florida*

Earlier this year, Safe Harbor Yacht Sales acquired the operations of Florida Yacht Connection of Sarasota Florida. With this acquisition Safe Harbor will operate brokerage offices in Longboat Key, Ft. Meyers and Naples Florida in addition to St. Louis.

Our reasons for entering the Florida market are underscored by our unparalleled commitment to serve our customers better. We've found that many of our Midwestern clients migrate to the west coast of Florida during the winter months looking to extend the boating season. And many of our Florida clients desire Fresh Water Boats, something that we have a great deal of in the Midwest.

"With this acquisition, Safe Harbor begins its strategy of creating a full service yacht brokerage serving the needs

of boaters throughout the Midwest and Florida," said Tony Green, SHYS President and CEO. With over 35 years of



*Earlier this year, the combined staff of Safe Harbor St. Louis and Florida met in Longboat Key for our first Sales Conference.*

***"We will create a new standard for service built around trust and exceeding customers' expectations."***

combined knowledge in the yacht brokerage industry, the Safe Harbor sales professionals will create a new standard for service built around trust and exceeding customers' expectations."

Safe Harbor is a full service yacht brokerage, focused on flawlessly executing the details of buying and selling yachts so the owner can concentrate on the joy of owning and operating their new vessel.

The combined company specializes in representing buyers and sellers of diesel powered boats from 30' – 85' and will operate under the name Safe Harbor Yacht Sales.

## A Message from Tony

A famous person once said "The winds of change are upon us" and boy oh boy has that been true for the last six months. Change has been an integral part of our day-to-day life since our last newsletter. What started a year and a half ago as a sleepy little brokerage in St. Louis has expanded significantly with the acquisition of Florida Yacht Connection. This company serves the West Coast of Florida with offices in Longboat Key, Ft. Myers and Naples and gives us access to larger boats for our Midwest customers and fresh water boats for our new Florida customers. Florida Yacht Connection was a great organization with a reputation for service in the industry.



I would like to welcome all of our new Florida readers to the Safe Harbor newsletter.

Additionally, as we have expanded internally as our needs have grown. Managing a growing, dynamic company requires people with different abilities to make it successful. Late last fall, I meet Tom Cooke, who like me, was thinking about what to do with the rest of his life after

*continued page 2*

“Corporate America”. We hit it off immediately and as of February 9th 2001, Tom is a principal of the company and handles many important tasks, such as accounting, legal, marketing and advertising. Tom is a great asset to this organization and I welcome him.

Cheri Fane has joined the company as Office Administrator. Cheri's background is in the Charter business, as First Mate, Hostess, Chef and Mixologist, aboard several substantial yachts. In addition to all of those tasks she managed to keep track of the yacht's records, giving her a keen sense of organization. She will need those skills as she settles into her office in Longboat.

I know you join me in welcoming our new associates to Safe Harbor and wishing them many years of success.

Along with the name change, we are developing new policies that reinforce our overall commitment to the customer's needs. These policies will be the foundation for everything we do.

As a boater, I can appreciate the need for our industry to think like boaters and treat customers as boaters treat one another.

Another subject that I wanted to discuss is the economy. Many have asked what the effects of high gas prices and the softening of the economy have had on the boat business. It is true the softening of the economy has affected most industries and in some cases has caused irreparable harm to some companies, especially in the small boat manufacturing area. But, in general, the effect on the larger boat markets has been nominal. In fact, many customers have been on the prowl for good bargains during this period. And while opportunistic customers are always willing to step in and make a great deal, the market conditions have yet to produce any meaningful discount of high-end quality vessels.

Everyone wants a good deal and there are some to be had. But, you have to look long and hard to find them. Often times, the low price on a particular yacht is there for a good reason,

usually because of neglect or abuse. There are, of course, some opportunities that are quite legitimate, but they require advance knowledge and the ability to move quickly. This is where a broker really earns their fee. These vessels are known by brokers, but in most cases are not yet in the system. They get gobbled up before they ever get to the market. So, if you are in the market and want to take advantage of this buying opportunity, it pays to work with one of our brokers to identify possible targets. The bottom line is good, high quality boats are still in demand and sometimes command a better than fair price. So maintenance, care and upkeep are still your best hedge to obtain a good price for your vessel.

All in all, it's been a very busy time, a new company, several new associates, new customers and friends and a whole lot more work, *(I thought that I retired?)*

I guess it time to go boating.  
**SEE YOU ON THE WATER!!!**



In this column we're going to try to keep you current with some of the safety issues that boaters face. In this issue we'd like to make you aware of a valuable report on the affects of Carbon Monoxide developed by the American Boat and Yacht Council (ABYC).

Carbon Monoxide poisoning has received much media attention due to death and illnesses of people in their homes and boats due to the gas. It is a colorless, odorless, and tasteless gas that reduces the oxygen carrying capacity of blood, which can lead to inabilities in coherent thinking, loss of physical coordination, drowsiness and dizziness. Obviously, these symptoms could seriously interfere in the safe operation of your vessel.

In great detail, this report outlines the potential sources of CO on board a vessel, symptoms

of persons affected by CO, various CO detection devices and boat operating techniques that reduce the chances for CO poisoning. If you'd like a copy of this report, please go to [www.abycinc.org](http://www.abycinc.org) and click on TH-22 "Educational Information About Carbon Monoxide". Or give us a call and we'll be glad to send you a copy.

Safe Harbor Yacht Sales is a member of the American Boat and Yacht Council, and we will forward additional information about safe boating to you as it is released.

## Welcome back Brian Kiraly

We're pleased to welcome back Brian Kiraly, as Broker of Record for our Florida operations.



Brian's interest in boating goes back to 1974, where as part of the Milwaukee Boat Club, he sailed throughout the Great Lakes, Midwest, and Mid-south. He is a graduate of the University of Wisconsin-Green Bay.

He returns to Safe Harbor after spending two years working for a large Sea Ray dealership in Sarasota.

Beyond sales, Brian is a creative person that has a unique awareness of yacht design, and operational and performance characteristics of many popular types of vessels. Brian prides himself on his attention to detail, professionalism and can-do attitude. *Welcome back Brian!*

## Meet Cliff Hill

In St. Louis we have also expanded our staff of professionals. Cliff Hill, a retired Mac-



Boeing engineer has joined our staff as a broker, and is doing quite well. Cliff has never sold anything before in his life, however his analytical skills as an engineer provide him with many of the abilities to succeed in the brokerage business. He's sold three boats including "P'ZAZZ" a 44' Trojan Motoryacht, and wouldn't you know it, he sold it to a young couple, who just happened to be engineers at Boeing. *Way to go Cliff!!!*

## Customer Profile



### **The Weinrichs: *Just What We Were Looking For***

Carl and Cindy Weinrich were enjoying a dinner party, when the conversation turned to boating with friends Braun and Jean Graham. The Grahams had been interested in a 2000 Sea Ray 380 Sundancer that had been presented to them by Safe Harbor's Brian Kiraly, but decided to pursue joint ownership of another vessel. Being boat-less for the last 3 years, the Weinrichs were ready to get back into boating. And, the Sea Ray 380 Sundancer was the boat Carl and Cindy had always dreamed of. What really captured the Weinrich's imagination was the opportunity to save close to \$100k on this boat compared to a brand-new 380.

With only a referral and recommendation from the Grahams about SHYS and Brian, Carl and Cindy placed an offer on this boat the next morning. Within 3 weeks, their dream boat, "Cindy" was moored at Marina Jack's in downtown Sarasota.

Carl is the Executive Director of a prominent local charitable organization, and has been an active boater for over 35 years.

Their last boat was a 330 Sundancer. Carl has come to appreciate the enhanced docking, overall performance, range, and economy offered by the Cat diesels in the 380. He also likes the complete electronics package including radar, chartplotter, and auto-pilot. Cindy looks forward to getting away on their "Condo on the water" with Carl and their two boys, Patrick and Tyler. With their vast community contacts and local friendships, Carl and Cindy also plan to entertain extensively onboard "Cindy".

The Weinrichs appreciated the value of their purchase and the professionalism and attention to personal detail offered by SHYS. "Cindy" came delivered in showroom condition as promised, and SHYS assisted with "all the little things" ranging from programming the navigational electronics to getting the name custom painted on the transom. Brian and the entire Safe Harbor team are grateful for the Graham's referral and are pleased that we could help the Weinrichs get back into boating with an exceptional clean boat priced below the market...*just what they were looking for!*



# SAFE HARBOR YACHT SALES

LONGBOAT KEY    NAPLES    FORT MYERS    SAINT LOUIS

*Specializing in High Quality Vessels*

## Call Tony Green or Cliff Hill

6171 Highway V, St. Charles, MO 63301  
(636) 250-3500 • fax: (636) 250-3546

## Specializing in High Quality Vessels

Brokerage, Financing, Insurance, Surveys & Deliveries

### Select Listings

#### 96' Skipperliner 60' Pilothouse

Custom Built, a great Live a board . . . . . \$329,000.00

#### 90' Jefferson 52' Marques

3 Stateroom, 3 Head/Showers,  
6V92's, 20 MPH Cruise . . . . . \$465,000.00

#### 70/00' Chris Craft 46' Aquahome

Very Clean and totally restored  
1997/2000 . . . . . \$ 69,500.00

#### 96' Carver 44' Model 440 Aft. Cabin

Wide 15' beam,  
T-Cummins Diesels . . . . . \$339,000.00

#### 79' Hatteras, 43' Double Cabin

GM-71N Diesels, Huge Master Stateroom . \$135,000.00

#### 70' Nautaline 43' Houseboat

A great boat, well kept and  
recently updated . . . . . \$ 29,000.00

#### 98' Carver 42' Model 405 Motoryacht

T-Cummins Diesels . . . . . \$249,000.00

#### 90' Luhrs, 400 Tournament 40'

Twin 454 Crusader's, Proven Cruiser,  
excellent condition . . . . . \$135,000.00

#### 93' Four Winns 36' 365 Express

T-Cummins Diesels, Radar, Auto-Pilot,  
GPS, Loran . . . . . \$119,000.00

#### 89' Carver 34 Santego 38'

A very spacious and well-equipped boat,  
low hours . . . . . \$ 79,900.00

#### 79' Chris Craft 38'Aft Cabin Cruiser

Classic Chris Craft Corinthian,  
well maintained, low hours . . . . . \$ 59,900.00

#### 98' Maxium 37' 3700 SCR

T-Diesels, Radar, Autopilot, Sleeps Six . . . \$159,000.00

#### 77' Trojan F-36 Sedan/Sportfish

Totally redone . . . . . \$ 52,500.00

#### 78' Carls Craft, 38' Houseboat

Very Clean and well kept,  
Twin V-Drives . . . . . \$ 29,900.00

#### 69' Nautaline 34' Houseboat

Nice single engine, with dockage  
thru April 2002 . . . . . \$ 14,900.00

#### 87' Silverton 34' Sedan Convertible

Very Clean, Twin Chryslers and Generator . \$ 57,500.00

#### 99' Baja 34' Sportfish

Twin 300HP Pro Max Mercury's,  
Custom T-Top . . . . . \$ 64,900.00

#### 96' Wellcraft 32' Scarab

Twin Merc 250 EFI's, excellent condition,  
3 axle trailer . . . . . \$ 55,000.00

#### 97' Maxum 3000SCR Express

Twin Merc 350's with Generator,  
Excellent Condition . . . . . \$ 79,500.00

#### 88' Cruisers' Inc. 3160 Express

Twin Gas Mercruisers, Clean and  
Ready for Fun . . . . . \$ 42,900.00

#### 86' Carver 28' Riviera

Twin Gas, 220HP, Very Clean Boat,  
Low Hours . . . . . \$ 32,500.00

#### 96' Sea Ray 27' Sundancer

Single 454, with Air-Conditioning . . . . . \$ 45,000.00

#### 88' Sea Ray 268 Sundancer

Single 454, with Fuel Injection,  
very clean, and trailer . . . . . \$ 29,000.00

#### 78' Bayliner 27' Victoria

Single 260HP, good condition . . . . . \$ 12,500.00

#### 81' Carver 23' Montego

Single 185HP, good condition,  
Extras, with trailer . . . . . \$ 10,900.00



# SAFE HARBOR YACHT SALES

LONGBOAT KEY      NAPLES      FORT MYERS      SAINT LOUIS

*Specializing in High Quality Vessels*

**Longboat Key, Florida • 941-383-9775**

**Ft. Myers, Florida • 941-656-1188**

**Naples, Florida • 941-263-4144**

**St. Louis, Missouri • 636-250-3500**

**Toll Free • 866-739-SHYS (7497)**

**Email • info@safeharboryachts.com**

## Specializing in High Quality Vessels

Brokerage, Financing, Insurance, Surveys & Deliveries

### Florida Listings

<b>00' Hallberg-Rassy 53' HR535C Sloop</b> Exquisite single hand world cruiser, power everything . . . . . \$ 799,000	<b>91' Cruisers 3850 Aft Cabin</b> Nice lay-out, half tower with new enclosures, very clean . . . . . \$ 169,000
<b>83' Californian 50' Cockpit Motoryacht/Trawler</b> 6V92 Detroit, mahogany interior, three staterooms, absolute steal . . . . . \$ 149,000	<b>90' Chris Craft 36' Express</b> Large cockpit, fresh water boat with low hours . . . . . \$ 74,900
<b>92' Sea Ray 50' Sundancer</b> Upgraded, 8V-92's, spotless . . . . . \$ 275,000	<b>97' Stamas 360 Express Sport Fish</b> Repowered 350 Yanmars, warranty, high quality express SF . . . . . \$ 199,900
<b>98' Mainship 47' Motoryacht</b> Like new. Detroit. Two huge staterooms . . . . . \$ 409,000	<b>88' Carver 3607 Aft Cabin</b> Washer/dryer, DSS, nice clean boat . . . . . \$ 95,900
<b>74' Concorde 47' Motoryacht</b> Low hours 8-71's, three stateroom layout . . . . . \$ 119,900	<b>98' Carver 350 Mariner</b> Comfortable spacious interior, low hours, clean . . . . . \$ 137,900
<b>99' Maxum 4600 Sedan Bridge</b> Immaculate. 450 Cummins, 178 hrs. two staterooms, two full heads . . . . . \$ 299,000	<b>00' Pro-Line 34 SS</b> Triple 225 Mercs, warranty, tournament ready . . . . . \$ 96,900
<b>97' Sea Ray 45' Sundancer Express</b> Clean, one owner cruiser . . . . . \$ 289,900	<b>00' Mainship 34 Pilot</b> One owner, a perfect 10, Yanmar diesel, bowthruster, loaded, beautiful . . . . . \$ 189,000
<b>88' President 43' Cockpit Motoryacht</b> Double cabin, fresh water boat, excellent condition . . . . . \$ 169,000	<b>87' Wellcraft 32' St. Tropez</b> Clean and ready to cruise . . . . . \$ 24,900
<b>88' Carver 42' Motoryacht</b> Low hours, queen aft stateroom lots of extras . . . . . \$ 169,900	<b>83' Bertram 28'6"</b> Popular classic sport fisherman . . . . . \$ 49,900
<b>67' Hatteras, 41' Motoryacht</b> Great running live a board, excellent layout, a lot of boat . . . . . \$ 79,900	<b>87' Californian 48' Cockpit Motoryacht</b> 3208 Cats, loaded with electronics, beautiful yacht . . . . . \$ 274,900
<b>96' Sea Ray 40' Sedan Bridge</b> T-350 Cats, TNT lift, extra clean . . . . . \$ 274,900	
<b>97' Sea Ray 40' Sedan Bridge</b> Great condition, motivated seller . . . . . \$ 249,900	