



winter update 2011

London Boat Show edition

Chairman: Andy Ash-Vie

Vice Chairman: Chris Murdoch

Secretary: Jayne O'Brien

MARINE TRADES ASSOCIATION

newsletter

MTA's RNLI fundraising success sparks new project

If you were at the 2010 London Boat Show you might well have spotted the Barangoola (Hunter 19) project, run by the Marine Trades Association and Burnham RNLI to make boating accessible for people with modest budgets and also raise money for the Crouch's new Floating Boathouse Appeal. Together we raised £17,200 and we're pleased to report that Barangoola is now happily cruising the River Crouch!

The MTA has decided to maintain the momentum of this success by undertaking another worthwhile project, this time to support the RNLI lifeboat station in Poole. After seeing Andy Ash-Vie's 'Activate your Laser' project at Ally Pally earlier in the year, we've decided to take a different tack with younger sailors in mind.

In 2011, we plan to restore and raffle a Cadet dinghy to raise funds for the RNLI in Poole, and plan to draw the winning ticket at the RYA Volvo Dinghy Show in March.

For this project we are pleased to have Yachts and Yachting onboard as our main media partner, with additional PR support from the RYA and the RNLI, and the boat will be on the magazine's stand at the Dinghy Show.

In fact we will have not just one, but two boats on display on the *Yachts & Yachting* stand. The fully restored boat will be on show alongside another in the condition it was found to demonstrate how well and easily it can be brought back to its former glory. We will probably take sealed bids at the show for the 'wreck' if you feel like taking on your own project!

We'll be supplying *Yachts & Yachting* with a blog and pictures of the rebuild, and the editorial team plans to feature some of the races the boat takes part in, hopefully resulting in around six months' coverage of this innovative fundraising project.

We've just started to put the bones of this fundraising project together and would really like to hear from any potential sponsors who could assist with products in kind or money. All the work will be done in Burnham, but we need to source lots of bits and will probably also need it measuring. We'd also appreciate any help with promotion and selling raffle tickets after the launch at London Boat Show in January or any other help and moral support, so please get in touch with David Lewin via flagfinishes@fastmail.fm

"In 2011, we plan to restore and raffle a Cadet dinghy..."

Work in progress



Email: info@mtaonline.org.uk

Tel: 01604 743574

Industry figures recognised at MTA annual party

This year's MTA Party and Awards Evening in association with Boating Business was a huge success with over 140 members attending La Margherita in Southampton, just outside the show, for a great awards ceremony and a great meal.

The evening started with a roundly applauded presentation to Sandy Phillips for her long and dedicated service to the MTA.

MTA Retailer of the Year Award went to Quba Sails for showing the industry how to retail. They manufacture in the UK - not an easy option today. They recycle used materials - a fashionable idea but not easy to carry out - and they have a growing range of niche retail stores. Quba also buys up all the used sailcloth in the country ...

The MTA Personality of the Year went to Cooney Marine's Andy Sims for his work on behalf of the entire industry through his contribution to the BMF and for devising and pushing through the (BB sponsored) Marine Manufacturing Showcase that enables small companies to exhibit at major boat shows.



Training day refreshes the parts other courses don't reach

by MTA Chairman Andy Ash-Vie, Harken

I knew the latest MTA training day would be valuable for our staff but I could be forgiven for thinking: "Been there, done that and got the t-shirt". How wrong could I be?

It was a fascinating day which refreshed our thinking, taught us new ways of doing things and challenged our preconceptions.

Geoff Langston from Arizion, the customer service training specialists, reinforced how to approach customer service and how to see things from a customer's perspective. Perhaps you don't need any lessons in how to look after your customers, but for me it felt like getting back into the gym after a long time off and getting those muscles pumped up again.

Jane Murphy also ran a really useful session on exhibition skills. Some of the examples she illustrated were cringe-worthy and a little too close to home. Afterwards, our team reviewed all we had planned for LBS and it was disturbing to realise how much more rewarding we could make our LBS show even at that late stage. We'll certainly be taking her advice from now on.

Terry Smallwood rounded off the day with some pragmatic advice using the lessons he had learnt over the years of exhibiting with Kelvin Hughes. There is a very different type of stand to ours but yet again, there were lessons to learn.

For us, training isn't a luxury, it is a necessity. You have to get fresh thoughts and ideas into your company. And if you think you know it all, that's when you need it most!

Look out for more of these sessions from the MTA and the BMF in 2011 that will continue to deliver great value for your subscription fees.



Product of the month

C-Fury are launching their Patrol and Voyager craft ribs at the Tullett Prebon London Boat Show and invite you to take a look on Yamaha Stand J69.

For more info check out www.c-fury.com

Introducing your MTA committee



Tony Evans



Riki Hooker



Chris Murdoch



Jonno Barrett



Ross Wilkinson



David Lewin



Andy Ash-Vie



Jayne O'Brien



Mike Shepherd



Alex Tonge



Boris Webber



Bryan Stewart

Welcome new members

Rightboat Ltd, YachtWorld LLC, Boatshop 24 Ltd, CEProof Group Ltd, Pedros Yacht Refinishing Ltd, Safe2Shore Ltd, East 4 West Ltd, Marine One Stop Technologies Ltd, Arizion Ltd, Oxon Boat Painting Company, Etecho LLP t/a Lumotics Marine, 2B Interface Ltd, Marine 16 Ltd and MIQ Logistics Ltd.

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