

Winter 2012 Newsletter

Hope Winter is going well for all.

As usual, we have been clipping along at full speed these last months. Aspen's Christmas party in December was fun for all. The house was decorated just the way Cathy likes, mistletoe placed and a wonderful group of owners and boat builders came for what will likely become a delightful annual event.



Over the holidays, we managed to get a week in the snow with our snow toys and family in Eastern Washington. Our broad new grandson Otto received a lot of attention.....so much FUN.

Next was prep for the rush of winter boat shows -Seattle-Vancouver-Miami. A number of boaters looking at Aspens had asked us for more info to help with their decisions. So the team went to work and developed 4 new marketing aids.

First was a helicopter shoot of the boat running in rough water. We did this up in Bellingham, January 3rd. It was a cold windy day (blowing about 20-25 kts). We put Nick in a Robertson R22 with no door (i.e., Flying Lawn Chair) and went for a spin. After a few initial jitters, Nick now wants one - he has to sell a lot of boats first. (New Shoots are part of new mailer DVD.)

Second was a detailed video plant tour of the Nordic lamination facility and of our assembly facility. Not everyone is able to visit the plants and this Video gives an excellent overview of the details that make Aspens very special. (Also part of new mailer DVD.)

Next was a new glossy color brochure. Here, we kept much of the good info from the prior brochure, but added many new photo's of the boat's construction and our owners having fun.

The final new aid was what we call our "Extra Info Book". This is a 28 page book printed on newsprint that has loads of info on the boat including 4 magazine story reprints, performance data and photos of almost all the options. This was a cost effective clean way to share a great deal of info with prospective customers. These new booklets were a hit at the shows over 1,200 were picked up by show goers. If you'd like a new info pack call 360-668-4347 or e-mail Nick@aspenpowercatamarans.com. Hope Winter is going well for all.

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2012 Show News

Seattle's a long show 10 days and tends to wear the team out. To keep up with the steady stream into our booth this year, we recruited Scott Stoner a longtime friend and very experienced boater to help with questions and showing the boat's features. Scott turned out to be a natural and helped out with the Vancouver show and subsequent phone follow up calls. Scott may just be the friendly guy on the other end of the phone helping schedule your demo ride. He's in Seattle now, but maybe calling from Mexico as that's is where his sailboat is at these days. Amazing how easy it is to tell a commute. Seattle show attendance was about the same as prior years, but the number of leads and quotes for new Aspens were up about 25%.



Vancouver, This year the Seattle and Vancouver shows were literally back to back. We moved out Monday

morning in Seattle and drove directly to Vancouver and set up. Vancouver attendance was amazing. I've been doing boat shows for 25 years and never seen so many people at a show. There were 4-6 hour stretches on Friday, Saturday and Sunday where you could not see the carpet in the aisles. We went through 5 feet of brochures at that one show. Aspen for these boaters makes lots of sense, they have amazing cruising grounds up the coast-the distances are often 90-120 miles and they have to cross large open often rough sea areas to get to them, while the cost of fuel is 25% higher than in the U.S. Our Aspen's capabilities for this kind of fun were a hit. Here leads and quotes were more than double the year before.



Miami-Ahhh the Sun. Nick had the honors for this show. We moved out of Vancouver Sunday night getting home at 1:30 am. Nick went home and packed and hopped on a flight with Sara to Miami at 6 am. Our new owner in Stuart, Jack Miller, set Nick up in Miami Tuesday morning, after detailing Wednesday the show opened with a rush on Thursday. Jack had had us do a number of very thoughtful changes to make the boat warm weather cruising ready a these details were well received by the cruising customers at the show Miami is very international, we had customers and brokers from all over the world at the show. The weather was HOT. Nick said some girls even had bikini's on.....what a change from cold drippy Vancouver/Seattle.



In summary, the show season's been much better than last year. Boaters seem more confident, my best guess is we will double sales again in 2012 as we did in 2011. It's nice to have a product that's just Right!

If you'd like updated marketing materials, send Nick an email at nick@aspenpowercatamarans.com or call 360-668-4347.

New Boat Deliveries

The Hunt's "Speedy Tweety"



The Hunt's from Newport Beach, CA got their new boat on December 10th (Speedy Tweety). The Hunts are longtime boater's owning both power and sail up to 39'. Their last boat was a big sailing cat that was fun, but "left you outside most of the time". It was time for some protection and a quiet, calm environment with a great view. The new boat has a custom hull color, special folding dinette table that can double as high/low coffee table and she includes a full rack of Garmin electronics. The Hunt's plan to cruise all over Southern California.

New Boats A Building

Nelson Schulman's new boat **Songways Marina Delray** is just a week from finishing. Nelson's boat has the most extensive electronics package, we have ever worked with. Including Furuno 12" display, 48 mile Radar, auto pilot, Furuno, AIS system, Icom M504 VHF and custom 280 watt Fusion stereo. The 48 mile open array radar weighs 56 pounds and required a custom fiberglass mount for it to fold. This radar should be able to spot birds on the ocean from 20 miles away (key to hard core fishermen). Nelson plans to work with Long Beach Marine Electronics and Furuno as an on water demonstration boat for the Electronic systems. As an opening adventure Nelsons considering a running down the Pacific Coast for an on water delivery!



Len and Melanie Kuzminski of Vancouver BC have their new boat Kuzoo in production now as well. Nordic's about 50% throughout the lamination process. The boat is slated to complete in late April. Melanie's picked out custom fabrics for the interior and special Formica for a warm inviting feeling. Len's got a complete electronics and cruiser package organized for easy extend cruising through the Gulf Islands and up the BC Coast. The Kuzminski's have both power and recent sail experience, but are looking forward to the comforts of cruising with their new Aspen C90 this summer. Kuzoo will be the first C90 with the Volvo D3 5 Cylinder Engine. With our current Cummins not able to meet the EPA's new Tier 3 requirements for 2012, we had to look to alternative engines and the Volvo in our research has the best economy (spec shows a 10% increase) and a smooth quiet operation compared to alternatives. The Volvo also comes with very tasty electronic throttles with silky smooth shifting and even pre-settable cruise control RPMs.

June 1-2-3 Spring Fling - Alderbrook Resort & Spa, Hood Canal

This will be our first get-together of 2012. Alderbrook's a grand resort set right next to the Olympic Mountains. We'll be arriving Friday mid-afternoon and staying through Sunday mid-day. Friday night will be dinner out and Saturday a group potluck. Hope you all can make it please RSVP, so I can reserve dock space ASAP. The hotel also has wonderful rooms for out-of-town owners.



July 28 - August 10th - Summer Cruise - Broughtons - Desolation Sound

This is a bit longer trip than we typically do, but a number of owners have asked and I haven't been up that way in years. So North we go!! Plan is to depart Bellingham, Saturday morning the 28th; but we will have two techs from our build team up in Bellingham to assist owners with any love their boats may need on Friday the 27th (nice to get the details just right prior to departure). Saturday, we will roll pretty early and depending on weather clear customs at White Rock just above Blaine and run right up the east side of the Straights of Georgia for Campbell River. Sunday, we'll make our way through Johnstone Strait and into the Broughtons. The plan is then to goof off there for 5 days exploring the many bays and anchorages. I'd also like to take the launch and one boat and many of the dinghy's up to the head of Knight Inlet (huge 90 mile long fiord) and explore the river area above the bay. Next is a casual cruise down to Desolation Sound for 4 more days of fun in the sun. Then for those that have to get back....Roll for home on thursday morning the 9th of August.

That's all for now. Hope to see you out on the water.

Larry Graf