

# Industry Is Called Safe But Boatmen in Trouble

By DAVE PHILIPS  
"The pleasure-boating industry's not in trouble, but I believe the boatmen are definitely in trouble," Irving A. King, commander of the Warwick flotilla of the U.S. Coast Guard Auxiliary, said after a conference on the subject.

## Marine Recreation Conference: Rounds Lauds '71 Federal Boat Safety Act

By DAVE PHILIPS  
George R. Rounds, speaking for the National Association of Engine and Boat Manufacturers, praised the Federal Boat Safety Act of 1971 in a talk to members of the boating industry last week.

Rounds, appearing at the marine recreation conference on boating in New England at the Newport Harbor Inn, said the act was, in his words, "the plus side" of the legislation, which would lead to what he called "better products."

But Rounds, the secretary for NAEB, warned that the new act would put a lot more pressure on manufacturers. He said manufacturers would have to conduct additional testing, do more research and keep more records.

"One thing manufacturers will definitely have to do," Rounds said, "is maintain a list of first purchasers of every item. Then if there's a defect the manufacturers will have to notify these people by registered mail and the manufacturers will have to bear the cost of recalling these items and repairing the defects."

Rounds said dealers and

King, who spoke for the pleasure-boating industry, was reflecting the point of view of people owning powerboats of 30 feet and up. He conceded, on being challenged from the floor, that the owners of smaller boats might not agree with his viewpoint.

King said the act was "just a first step" and that the boat industry and legislators "must cooperate." He said the impression of boat owners in his group "has been generally favorable, is unqualifiedly so, but they couldn't afford their services and they couldn't afford theft, no more."

**CONFERENCE SET ON NE BOATING**  
**Sea Grant Depository**

**James J. Napoli, editor**  
**Boatmen must unite, 6-state panel agrees**

By Barry Cadigan  
Globe Staff

NEWPORT, R.I.—Boatmen are going to be more numerous in the future, more stereotyped, more mechanized and their operators are going to be more regulated and controlled, along with the marine industry serving them.

Boating still will be the best means to get away from it all. These were just some of the conclusions reached by the most comprehensive all-encompassing study of boating in New England. Typical of the "Marine Recreation Conference"

**NE boatmen pool strength**

By Barry Cadigan, Globe Staff

This is time of year that boatmen are busy. And if things can't be done now, they can't be done later. The boatmen of New England are busy with the state's new tax law. The state's new tax law, which would increase the tax on boats, is being fought by the boatmen. The state's new tax law, which would increase the tax on boats, is being fought by the boatmen.

Over the years, the boatmen of New England have developed some of the needed "plans" and "programs" for a huge business vital to the economy of New England. Where other sections of the country have constructed tremendous and sophisticated facilities for pleasure boating, New England has seen little or none in most areas.

The fault does not lie with the Federal government but with fragmented approaches locally and local funds necessary to the construction of piers and docks.

There have been some launching areas but few private businessmen have risked their capital in the Boston area, for instance, there are few

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# **BOATING IN NEW ENGLAND**

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**A Report on the 1971**

**Marine Recreation Conference**

**BOATING IN NEW ENGLAND**

**James J. Napoli, *editor***

**New England Marine Resources Information Program**

**a Sea Grant Program**

**March, 1972**

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## TO SPARK DIALOGUES

The purpose of the "Marine Recreation Conference: Boating in New England" held in Newport, Rhode Island, December 7-8, 1971, was to spark dialogues between those who must make decisions about coastal zone uses and those concerned with recreational boating in the region at a time when the uses of the coast are beginning to press upon one another.

The sponsors were the New England Council, the New England Marine Resources Information Program, the New England Regional Commission, the New England Marine Trade Association, and the National Association of Engine and Boat Manufacturers.

Among the 89 people who gathered at the Newport Harbor Treadway Inn in Rhode Island were boat yard and marina owners, coastal zone planners, legislators, journalists, scientists, college teachers, businessmen, members of the Coast Guard, and other government employees. As Peter Wilson, executive vice president of NAEBM, said, the fact that so many people from so many different areas could get together with one objective was a landmark in itself. The enthusiasm with which each speaker presented his point of view was contagious, and set the tone for the entire conference.

It would be easy enough to document the success of the conference by quoting news reports and comments of various participants after it was over: "Well done," "very informative," "interesting," "very good," "excellent," "the best I've every attended." All agreed that more conferences should be held in the future. Many suggested, however, that more effort be made to arouse the interest of more state legislators to attend and provide their views on the important issues covered at such conferences.

These meetings are vital for laying the groundwork for the development of boating and the boating industry balanced with the proper ecological and economic consideration for the New England coastline.



## WHAT THE NEW ENGLAND BOATMAN LOOKS LIKE

As a backdrop to the recreation conference, Sydney H. Rogers, publisher of *Boating Magazine*, sketched the New England boatman -- who "is not a whole lot different from a boatman in any other part of America."

Mr. Rogers noted that the regional differences among boatmen, if any, are to be found in things like the length of the boating season and the types of boats used, which "after all have to reflect the waters available for the sport." The reasons for a family taking to water have not changed much over the years, he asserted. "Most families prefer doing something together. Owning a boat gives them that opportunity in an environment that is relatively clean, safe and uncrowded." For those who like leisure, boating offers cruising, fishing and water sports; for those who like both an intellectual and physical challenge, there are yacht races and contests for power boats.

But, contrary to the situation before World War II, pleasure boating in America is no longer just a rich man's sport, a pastime for the blue blazer set at yacht clubs. It has developed into an industry. "Fiberglass, line production manufacturing, social mobility and a growing postwar affluence throughout the country, all combined to create an industry...blessed with plentiful waterways -- coastal and man-made."

Some statistics.

In 1970 there were 62 million households in America and eight percent of them, or 4,964,000, owned one or more boats. In 1962, 6.5 percent of the households owned a boat, which at that time amounted to about 3.5 million families. This is an increase in boat-owning households of about three percent a year. Coupled with the two percent growth of the number of family units in the U.S. during this period, the total number of families owning a boat grew at a rate slightly over five percent a year in those eight years.

Mr. Rogers reminded the audience, however, that boating was one of the first leisure time activities available to families in this country and that other leisure sports and activities have begun to compete with it since the 1960's.

To more clearly delineate what the contemporary boatman looks like in financial terms, Mr. Rogers presented the following (and for many people, unexpected) figures:

The largest boat-owning group includes families with an income of \$10,000 to \$15,000. The next largest includes families in the \$15,000 to \$25,000 income bracket; and the third includes families with incomes of \$8,000 to \$10,000. Boat-owning families with an income of more than \$25,000 annually comprise a relatively small segment of the total boating population. Only 324,000 families at the \$25,000 income level own a boat, despite the fact there are over 1.6 million families in America enjoying this affluence.

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Further, the growth in the number of boat-owning families in the affluent bracket has not kept pace with the growth in the number of families in that bracket generally. "This means that money alone won't attract people to the water. Income is certainly an enabling factor, but it does not by itself motivate people to buy boats," said Mr. Rogers.

Looking at boat owners in terms of age, Mr. Rogers noted that the largest boat-owning group is the 35-to-49-year-olds. The second largest group in 1970 was the 50-to-64-year-olds and the third largest, the 25-to-34-year-old group. In ten years, the youngest of these groups will outnumber all others and form the basis of all future industry growth. "It will be the job for all of us to attract them to the water rather than to some other leisure activity," he said.

A research project was conducted in several selected localities in the U.S. where income and local conditions -- such as climate or easy access to water -- combined to produce conditions conducive to a high percentage of boat ownership among families. It was found, however, that boat ownership did not exceed the national average despite the advantages of climate, a long boating season and average income equal to, or exceeding, the national average.

Mr. Rogers concluded that as income rises beyond a certain point, there is not necessarily a corresponding increase in boat ownership, partly because there are so many leisure time options available and there is less family-oriented activity. Concomitantly, the marine industry will not grow "just because we still have available waterways for boats and a relatively affluent society," he said.

To maintain the growth of the marine industry, Mr. Rogers said that the coming generation of younger people, the 25-to-35-year-olds, must be sold on boating and must be kept sold with products and services that compare favorably with competitive activities.

## THE GREAT ISSUES

Neil W. Ross, marine extension specialist for the New England Marine Resources Information Program, moderated a general discussion session geared to finding out what the "great issues" of boating are. About eight conference participants were at each table; they were asked to confer about what the main issues facing boating are and then to present the list of issues to the assembly through a spokesman. Although there was some overlap in their reports, there was a surprising diversity in the issues cited.

A sampling follows:

Multiple governmental regulations; the non-availability of waterfront property; shortage of marine services and services training; basic safety and education for boatmen; licensing of boaters; marina financing; public relations; marine insurance; water quality; cost of building new facilities; need for more sophisticated managers; negative attitudes of state and local legislators towards boating; alternatives for off-season activities; channel access and improvements; communication and planning with boat owners for services; taxation; and product reliability.

Although these and other issues were singled out in the session, to determine how great the issues are, the participants were asked to vote for the five most important.

The most pressing issue facing boating today is water quality, they decided. Specifically, they cited the difficulty boaters will have in meeting the national standards for the treatment of onboard sewage as proposed by the Environmental Protection Agency (EPA). Although EPA has set deadlines for compliance, no devices are currently on the market that meet the standards.

Other issues voted in order of importance are the increased number of governmental regulations affecting boating, the need for developing marina facilities, boating safety and education, and consumerism and marketing.

## NEW ENGLAND'S BOATING INDUSTRY LOOKS AT ITSELF

Since the days of the Puritans, New Englanders have been exercising an impulse for self-examination. New England boatmen are no exception. In this session, four panelists deeply involved in the boating industry turned a critical eye towards it.

William F. King, Jr., the president of Harrington, King and Co. of Randolph, Mass., opined that the "traditional ways of doing business are hindering the industry." He pointed out that because the marine industry is so old, some traditions in distributing are antiquated and are detrimental to the growth of industry today. For example, he cited the practice of continuing to sell rope by the pound, when it is obvious that the modern boatman is not interested in how much it weighs, but wants to know how long it is. He also said that boating wholesalers and retailers are "selling an unbelievable number of items in small volume." The consequence, he said is that "margins of profit are not sufficient and are edging down slowly." Most distributors, he said, are looking for diversification because they can no longer give all their time to the marina business.

William Swartz, who, after a varied and colorful career, is now the president of Marina America in Stamford, Conn., began his talk with a tongue-in-cheek exposition of recreational boating as a "fun business."

"It's fun to try to satisfy irate customers. It's fun to try to collect. It's fun to take care of services. It's fun to watch rich people having a good time. It's fun to be near beautiful boats. It's fun to see garbage in the harbors."

He added that it's "hellishly hard to make money." Mr. Swartz maintained that the only way to make a profit is to operate with growth in mind and to provide additional services that are profitable. "There is a great need for better service, and for better-trained personnel. More emphasis could be put on training and holding qualified people.... We recognize the high cost of everything in the marina business, but we have not done a good job of educating the public on these costs. They expect a fine job without paying prices equivalent to what they expect in other trades.... In the future, we must try to reach the growing market, and must run our business on a sounder basis. We need better raw data on our business. And we need to provide full-service-oriented places where the boatmen can do business." Mr. Swartz also urged those in the boating industry to participate more in city and state affairs. "We should be the community leaders and make our voices heard," he said.

In his talk, William H. Shaw, vice president of Pearson Yachts Division of Grumman Allied Industries in Portsmouth, R. I., reviewed some of the advantages of being a boat manufacturer in New England. The region, he said, is the greatest sailing area in the world with a relatively stable sailing pattern. Further, manufacturers in New England are able to draw on an

"interesting labor force," particularly the Portuguese who have brought their arts and crafts of the sea to the region. Availability of materials and good transportation are other desirable aspects of New England, he said.

Two future problems for the industry are the lack of new people with talent who are entering boating, and the great need for vocational training in boating industry management and boat building, he said. Other problems are "well defined -- the seasonal aspect; government policy of setting rules; and the need for manufacturers to assemble their boats to provide greater serviceability."

George R. Rounds, the moderator of the session and the assistant secretary of the National Association of Engine and Boat Manufacturers, confined his discussion to the growing legislative pressures on the boating business. "The federal Boat Safety Act, the Occupational Safety and Health Act, pending warranty legislation, and the threat of class action pose severe problems for manufacturers. Provisions contained in the laws or proposed laws inevitably will drive the cost of doing business up, and thereby increase the cost of our products to the consumer," he said.

## IS PLEASURE BOATING IN TROUBLE?

Well, it all depends on your point of view. To get different points of view and to encourage discussions on the problems facing the boating industry, three task force sessions were held simultaneously during the afternoon. Each of the task force sessions started from a different perspective -- the ecologist's, the economist's and the boatman's. The participants of the conference were divided into three groups and each of the sessions was held three times so that everyone was exposed to each point of view.

Is pleasure boating in trouble?

"No, emphatically not," declared Irving A. King, commander of the U.S. Coast Guard Auxiliary in Warwick, R. I., who spoke from the boatman's view. The boating industry, he said, is growing "by leaps and bounds." The boating industry is selling more items and at a higher cost. But all is not well; the boating industry may not be in trouble, but the boatman feels that he is.

According to Mr. King, services at marinas are expensive and spotty; there are no fire and theft protection systems; and water and electrical systems are inadequate. "The boatman gets a very poor return on his industry-spent dollar," said Mr. King. Boatmen also feel that marinas are recouping their own heavy indebtedness at the boaters' expense without putting money back into improved facilities. And, although boaters are expected to comply with safety regulations, these regulations are not enforced for marina operators or boating manufacturers, he said. To cap off the generally unfair treatment boat owners receive from marina owners, boaters don't even get treated courteously, Mr. King said.

To begin redressing this situation, Mr. King suggested that boaters begin to get the kind of facilities they deserve in the light of the amount of money they spend in local communities. In particular, he cited the need for garbage disposal facilities on shore. In regards to safety, Mr. King said that the Coast Guard Auxiliary is an excellent start towards greater control. But, he added, inspectors are inadequately educated and they don't have a Ralph Nader in this industry, and perhaps it would be good if we did. We are continually having vessels blow up," he said. Mr. King recommended more protective legislation to govern the quality of repairs and to provide safer equipment. Modifications to equipment have to this point always been done at the boater's initiative.

Those in the audience confronted Mr. King with a variety of criticisms and questions, mostly from the industry's stance. One speaker maintained that further legislation governing boating would be harmful, and that voluntary compliance with some safety standards would be both cheaper and better. "Safety control by law increases costs and restrictions and takes away the fun of boating," he remarked. Further, the critic said, boating

accidents are not usually the result of poor repairs done at marinas, but are usually due to the boater who repairs his own boat improperly, or who has an inadequate operating knowledge of his boat.

Someone else from the audience also posed the question: "Would boaters pay the additional cost for every foot of slip in order to get better services?" He maintained that most boaters wouldn't want to pay any more. "Many of the new breed of boaters can't afford to own or maintain the boats they own now," he added.

George Hagglund, past secretary of the East Greenwich (R. I.) Yacht Club, also spoke in behalf of New England boatmen. "As sailing people, we are concerned about what the New England waters hold in store for us," he said. Mr. Hagglund said that he was particularly worried that "indiscriminate progress (along the region's shoreline) will call a halt to the pleasures of pleasure boating."

For the ecological view of boating, two speakers from the National Environmental Research Center at Edison, N. J., discussed pollution from watercraft and the means to eliminate it.

Richard T. Dewling, laboratory director, and William Librizzi, chief of the watercraft wastes research branch at the center, reported that their laboratory is charged with producing the treatment devices that can meet the standards governing wastes from pleasure craft as proposed by the Environmental Protection Agency. They will produce prototypes, test them on board watercraft, and make the technology available to industry so that the units can be produced in sufficient quantities to supply boat owners.

Dewling pointed out that standards that have been proposed have not been promulgated "because the objections from the boating public and industry were so great," but promulgation is expected in the next month or two. Once the standards are finalized, they must be met for new vessels within two years and by existing pleasure craft in five years. The law calls for heavy fines for violators and makes the Coast Guard the primary agency for enforcement.

Dewling said that the most often heard complaint from boat owners is "why pick on me while all of the big polluters from industry and municipal governments are still in operation?" He asserted that the federal government is cracking down on the other polluters (using an 1899 law for the first time) and the pleasure boating polluter offers a special case because of his mobility. Whereas the large polluters are static and can be pinpointed, a boat moves around and can pollute in the vicinity of shellfish beds and similar critical areas.

Mr. Librizzi told of the \$2 million worth of research his organization is overseeing. It is encompassed in eight different contracts that have been underway for five months. They expect to have most of the answers they are seeking in April with onboard tests underway at that time. But exactly when industry would be able to get started on producing units that would

be acceptable, and whether there would be enough time is not certain, Mr. Librizzi admitted.

He said that holding tanks are recognized as the complete answer to the boating sewage problem as far as the ecology is concerned, but there are many aspects of holding tanks that leave much to be desired. His organization is attempting to come up with a flow-through type unit that would meet the stringent ecological standards but still be worry-free. The systems being studied are complete onboard treatment systems that are "new and unique" and are economically feasible, costing \$500 or less.

The contractors are working on filtration-adsorption systems, sophisticated chlorinators, those using carbon slurry tanks and those that have recirculation as the predominant method. There are eight different systems being developed. In Mr. Librizzi's opinion, some or most of the systems will be able to meet the needs of the recreational boatman and take him out of the pollution picture.

Both officials admitted, when questioned, that because their effort was national in scope, some things might appear to be superfluous to certain boat owners. The same treatment plant must be used in Maine where tremendous tides flush mooring basins daily as will be needed in the crowded and comparatively staid waters of New Jersey or Puerto Rico. Again, the boat's potential mobility makes this a necessity, they said.

They agreed that the tremendous interest in starting a clean-up of our waters as soon as possible has turned the recreational boating pollution program into somewhat of a crash program. The majority of those attending the panels who did speak complained of the system of setting standards and then attempting to develop the technological hardware to meet them. Such a system has left the boat owner confused and could result in making scores of thousands of cruiser operators law violators, they complained.

Even more worrisome to the consumer is the fact that states have unilaterally made stringent anti-pollution laws -- New York's holding tank requirement and one in Massachusetts soon scheduled to go into effect -- and these laws would not be preempted even on navigable waters for some watercraft for many years. Uniformity of requirements for the "mobile" boatman is destroyed while he ponders the necessity for installing costly systems that might become unnecessary, unlawful or unworkable in a few years time. There is also the further problem of shoreside pump-out stations, many of them in areas that do not have readily accessible municipal sewage plants.

Some of those in attendance asserted that the government's approach to the pollution situation, a problem to which the boat owner contributes in only a miniscule way, has created a very difficult situation for the pleasure boatman. Some feared that those interested in going into boating as a leisure time activity might easily opt for some other activity that is not fraught with what some feel is unwarranted governmental interference carried out in the name of the politically popular anti-pollution program.



The session concerned with the economic view of boating in New England was headed by Dr. Niels Rorholm, professor of resource economics and coordinator of the sea grant program at the University of Rhode Island. Dr. Rorholm said that he does not foresee the cost of producing boats going up any higher than the rise in industrial costs generally. But, he said, the "costs of owning a boat will go up tremendously" because of the spiralling costs of the boating service industry. A prime problem facing the service industry is the shortage of mechanics, he said. Dr. Rorholm suggested that apprenticeship programs for mechanics that combine good pay with good training be initiated.

Besides increased "people costs," marinas are also confronted with sharp rises in the cost of waterfront land, causing an increase in capital investment. Dr. Rorholm recommended that to utilize existing land more efficiently, the possibility of stack storage for boats be examined by more marina owners. Other areas touched on were the need for better facilities for the boat owner, the need to cultivate the good will of the communities in which marinas are located, the need for better cost accounting methods, the need for cooperation with research and governmental efforts toward total shoreline development, and the problem inherent in the increasing number and specificity of boating products being manufactured.

Summaries of each of the task force sessions were later presented by Barry Cadigan, boating editor for the *Boston Globe*; David Kendall, senior editor of *Boating Industry Magazine*; and John Whiting, publisher of *Motor Boating & Sailing Magazine*. Moderator of the summary session was Walter J. Gray, director of NEMRIP.

## CHOOSE ONE

The evening session consisted of five informal discussions under the following headings: "Coastal Zone Resources Planning...Where do the boats go?" "Boating Safety...Education and/or Licensing, registration and standards;" "Taxes...To be or not to be?" "Boating Service...Are we getting our dollar's worth?" and "Financing Facility Construction and Inventories."

Daniel W. Varin, chief of the Rhode Island Statewide Planning Office, was the discussion leader for the coastal zone resources planning session. The crucial question facing the boating industry, said Mr. Varin, is, "Where can we find locations for our marinas?" There is no obvious answer to this question, Mr. Varin said. "There was a consensus from everyone present that marinas will have a tough time competing with other uses of the coastal zone on an economic basis," he added. In addition, he said a general recognition exists that they can't continue dredging or filling wetlands for the sake of creating marinas because of the ecological value of wetlands."

Mr. Varin noted that one possibility for marinas to operate economically without taking a lot of waterfront land is the technique of dry-land storage of boats, by which boats are only put into the water as the owners request them. Other areas touched on during the discussion were the conflicts between pleasure boating and commercial navigation, boating traffic around marinas, and the extent of state jurisdiction over boating.

The session on boating safety and education was handled by Capt. Philippe Gaucher, chief of the boating safety division for the U.S. Coast Guard in Boston. According to Capt. Gaucher, the item of biggest interest among the participants was the question of licensing motor boating operators. Capt. Gaucher said that he foresees a federally guided program of licensing that would require boat operators to take a "certain degree of education." A question that kept cropping up during the session was "who would administer the program?" Most of the participants were lukewarm to the prospect that each state might oversee such a boating education and licensing program, he said.

Another topic of discussion was the federal Boat Safety Act of 1971, which has already been passed into law. The law subjects new boats to recall if deemed by the Coast Guard to be hazardous; it does not affect boats already in existence unless a gross hazard to life exists, he said. Capt. Gaucher said that the law allows manufacturers a great deal of leeway because it sets performance standards, without itemizing how specific equipment should be built.

In another session, Ron Stone, director of the government relations department of the Boating Industry Association, reviewed the "multiple taxes that New England boat owners are expected to shoulder." He maintained that "if government continues to pyramid one kind of tax after another on boat owners who generally use a boat for nothing more than highly seasonal,

leisure, non-income-producing activity, eventually government will price the sport out of the reach of the masses. Recreational boating as we know it today will die from an overdose of taxation."

Mr. Stone said that although boat owners do not object to paying their fair share of taxes, they do feel they are being taken advantage of by virtue of the fact that they pay so many different federal, state and local taxes and get so little benefit from them. This condition is particularly prevalent insofar as personal property tax and marine fuel taxes are concerned, he said. He suggested that the following ways of giving boat owners tax relief be considered: (1) reclassifying boats and motors under exempt property categories or having them reappraised for lower tax assessments; (2) increasing boat licensing fees in lieu of personal property taxes and distributing the revenues on an equal basis to the political subdivisions of the state with assurances that boatmen will realize the tax benefits in the form of improved public access, launching ramps, hazard markers, safety patrols and the like; and (3) earmarking for boating purposes the state excise tax on gasoline which boatmen pay when they purchase fuel for use in motorboats.

"Boating Service...Are we getting our dollar's worth?" To that question, most of those in another discussion session concluded, "No." Allen Berrien, the owner and manager of Milford Boat Works in Milford, Conn., reported that most attending the session concluded that it takes too long and it costs too much money to get boat repairs.

One aspect of boating services that badly needs improvement is the accessibility of the components of boat engines. "We should be able to get to the starter without taking the boat apart," Mr. Berrien said. Boats are now constructed for ease of production rather than for ease in servicing or repair, he said. "If it costs a boat owner \$75 to get a \$2-\$3 part fixed, just because the whole engine had to be removed to get to the part, then the boater isn't getting his money's worth," he said.

Another critical point was the failure of the manufacturers to provide detailed information in the form of a manual that would describe each of the components of a boat. "A 25¢ booklet could save a boater all kinds of time when he is trying to get the right replacement for worn out or failed equipment," Mr. Berrien said. Another subject that came under some scrutiny was the requirement in certain states for the licensing of persons who sell toxic paints used for boats, as well as for the licensing of those who use it.

A fifth session, moderated by Domenic J. Sansone, loan officer for the New England Merchant's National Bank in Boston, was concerned primarily with financing of boats and boating operations. Mr. Sansone said that the most important factor in obtaining a loan is being able to "show the bank exactly how you do business." He said it was unlikely that any bank would give a loan to someone who kept his accounts on the back of an envelope. "It's worth spending another \$500 a year for an accountant who can give you a detailed account of business, including where you need inventory control

and where you are losing or gaining money," he said. Mr. Sansone also explained how it is possible to establish a financing reserve as an extra source of income for boat dealers and manufacturers, as well as the implications for the boating industry of the new truth-in-lending law.

## RECREATIONAL BOATING IN THE '70'S AND BEYOND

More middle-sized boats, increased availability of boat financing and greater government involvement in boating are some of the trends that R. Thomas B. Peirce sees developing in the recreational boating industry in the 1970's and beyond.

Mr. Peirce is vice president for marketing for the Pacemaker Corporation, a boat manufacturer based at Egg Harbor City, N. J.

Mr. Peirce evolved what he called the "middle-line" theory of boating in the future. On one hand, the "super yachts" in vogue in the early twentieth century are disappearing; and, on the other hand, the 13-foot whalers that were the "play toys of the kids in Marblehead a few years back" are also disappearing, said Mr. Peirce.

"Examine the catalogs and boat show entries and you will find that the popular boats are all crowded between 30 and 50 feet," he said.

Today's yachtsman no longer needs or wants the "fabulous power yachts that plied American and European waters during the early twentieth century," Mr. Peirce maintained. "This accounts for the relatively great popularity of the middle-sized power cruisers, well-equipped and costly, but more the ultimate boat of the future."

At the other end of the scale, people are no longer content with small whalers or small sailboats, and 32-foot power cruisers are inadequate from the female point of view. "She wants something a bit bigger--say 40 feet. Back to the middle line again," said Mr. Peirce.

He also sees women playing a crucial role in the current trends towards increasingly well-equipped galleys and towards houseboats--"the ultimate in the female approach to boating--a house on water."

"I predict that there definitely is a houseboat in the future of New England boating and that we might as well accept it. It may be a more substantial houseboat with more yacht-type features than we have seen in the past but it will be a houseboat, for no other reason than the women want it that way," he said.

Concerning the financial aspects of boating, Mr. Peirce said that New England banks are discovering that boat financing is good business, since boat financing is for longer periods of time -- thus more profitable for the banks -- and boats are better risks than cars.

He also foresees a continuation of the trend towards more expensive fiberglass boats.

"Almost no wood sailboats are built today and while some 30 percent of

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the power boats built last year were wood, this share is declining fast and can be expected to disappear as more manufacturers 'jump off the ship,'" he said.

Mr. Peirce also spoke on the government's involvement in boating, describing the parts played by the Coast Guard, the Federal Communications Commission, the Environmental Protection Agency, and state and municipal governments in the lives of boaters.

He asserted that the "government at all levels is already an important crewman on boats today, and may on occasion actually take the tiller."

## COASTAL ZONE MANAGEMENT CONCEPTS

Coastal zone management was viewed from local, state, and regional perspectives at this session.

Richard Lindquist from the Long Island Study Group of the New England River Basins Commission (NERBC) reviewed the origins and scope of the commission. It was established in 1967 at the unanimous request of the governors of the New England states and New York. It serves as an agency for coordinating water and related land use plans in the region, including general, state, interstate and local plans. It recommends long-range schedules of priorities for collection of needed basic information, for planning and for projects, as well as undertaking studies such as that in Long Island. The NERBC is not just a group of planners, it is an instrument for securing coordinated action through joint planning by agencies with the power to act. The joint operation between agencies at different levels is a viable method for the intelligent management of the coastal zone, Mr. Lindquist said.

Patrick Fingliss of the Rhode Island Statewide Planning Program provided the state view of coastal planning. Mr. Fingliss summarized the history of the state's attempt to effect some coastal resources planning. He noted that the first report of the Governor's Technical Committee on Narragansett Bay and the Coastal Zone, which recommended the formation of a coastal management council, did not pass in the state's General Assembly because it did not take into account the strength of feeling in the coastal communities against giving up local autonomy. A bill in the last session of the General Assembly that did create the Coastal Resources Management Council was passed because it did provide for more local input into coastal management. The lesson that can be drawn from this is that every attempt by a state to enact coastal management legislation should include in the proposed bill provisions for local representation. Every effort should be made to make the cities and towns feel that they are not being superseded by the state in the vital task of coastal management, he said.

Presenting the local view was Sam Jernigan of the City of Newport Planning Office. Mr. Jernigan also mentioned the need for local participation in any efforts by states for coastal management. He contended that planners should move away from the concept of zoning coastal land. Rather than deciding what the land should be used for, Mr. Jernigan said that legislation should set performance levels. "The attitude should be that we don't care what goes on this land, but whatever it is, it must meet our standards of performance," he said.

## EDITORIALLY SPEAKING

"We've got to get out of our chairs and get moving," said Peter Wilson executive vice president of the National Association of Engine and Boat Manufacturers (NAEBM), in summing up the day-and-a-half meeting.

Mr. Wilson said the problems facing the boating industry in the 1970's will be external rather than internal. He urged that regional trade organizations like the New England Marine Trade Association work to strengthen themselves and let themselves be heard on issues affecting boating.

"We are looking down the barrel of the twenty-first century. A great deal of how the industry stands then will depend on how well we work together now. As a national association, NAEBM devotes nearly all of its energies to working on the national level to provide reasonable laws and generate a sound market and industry. On the local level, you must strengthen your own association. We all must endorse those boat shows that return funds to the industry, that work for the industry rather than private entrepreneurs," he said.

Mr. Wilson also praised the conference as a valuable "rap session" for building rapport among various persons to achieve the common objective of better boating.



## APPENDIX: PROGRAM

TUESDAY, DECEMBER 7

8:30 REGISTRATION

10:00 INTRODUCTION OF SPONSORS

David W. Balfour, Development/Natural Resources, The New England Council, Boston

10:15 KEYNOTE ADDRESS: "Profile of the New England Boatman"  
Sydney H. Rogers, publisher, *Boating Magazine*, New York

10:45 GENERAL DISCUSSION: "The Great Issues"

Moderator: Neil W. Ross, marine extension specialist, New England Marine Resources Information Program, Narragansett, Rhode Island

11:15 PANEL DISCUSSION: "New England's Boating Industry Looks at Itself"  
Moderator: George R. Rounds, assistant secretary, National Association of Engine and Boat Manufacturers, Greenwich, Connecticut

William F. King, Jr., president, Harrington, King and Company, Randolph, Massachusetts

William Swartz, president, Marina America, Stamford, Connecticut

William H. Shaw, vice president, Pearson Yachts Division, Grumman Allied Industries, Portsmouth, Rhode Island

12:00 LUNCHEON

1:30 ROTATING SESSIONS: "Is Pleasure Boating in Trouble?"

*(A session of task force discussions on problems facing the boating industry.)*

A. The Ecological View: Richard Dewling, director, and William Librizzi, chief of watercraft wastes research, Edison Water Research Division, National Environmental Research Center, Edison, New Jersey

B. The Economic View: Dr. Niels Rorholm, sea grant coordinator, University of Rhode Island, Kingston

C. The Boatman's View: Irving A. King, commander, U. S. Coast Guard Auxiliary, Warwick, Rhode Island; and Gordon Hagglund, past secretary, East Greenwich Yacht Club, East Greenwich, Rhode Island

4:20 TASK FORCE SESSIONS SUMMARIES  
Moderator: Walter J. Gray, director, New England Marine Resources  
Information Program

Barry Cadigan, boating editor, *Boston Globe*, Boston

David Kendall, senior editor, *Boating Industry Magazine*, New York

John Whiting, publisher, *Motor Boating and Sailing Magazine*, New  
York

5:30 ATTITUDE ADJUSTMENT

6:30 BUFFET DINNER

8:00 INFORMAL ARMCHAIR DISCUSSIONS

*(choose one.)*

- A. Coastal Zone Resources Planning. . .Where Do the Boats Go?  
Daniel Varin, chief, Rhode Island Statewide Planning Office,  
Providence
- B. Boating Safety. . .Education and/or Licensing, Registration  
and Standards  
Capt. Phillippe Gaucher, chief, Boating Safety Division, U. S.  
Coast Guard, Boston
- C. Taxes. . .To Be or Not To Be?  
Ronald Stone, director, Government Relations Department, Boating  
Industry Association, Chicago
- D. Financing Facility Construction and Inventories  
Dominic Sansoni, vice president, Retail Division, New England  
Merchants National Bank, Boston
- E. Boating Service. . .Are We Getting Our Dollar's Worth?  
Allen Berrien, board chairman, New England Marine Trade Associa-  
tion, and manager, Milford Boat Works, Milford, Connecticut

WEDNESDAY, DECEMBER 8

7:00 BREAKFAST

9:00 "RECREATIONAL BOATING IN THE '70's AND BEYOND"

*(Views and discussions on pleasure boating's future.)*

A. Growth and Conflict  
R. Thomas B. Peirce, vice president for marketing, Pacemaker Corporation, Egg Harbor City, New Jersey

B. Coastal Management Planning Concepts (panel discussion)  
Moderator: Dr. Bruce Mattox, University of Rhode Island  
Marine Advisory Service, Narragansett, Rhode Island

Patrick Fingliss, principal planner, Rhode Island Statewide Planning Program, Providence

Sam Jernigan, city planner, City of Newport Planning Office, Newport, Rhode Island

Cmdr. C. R. Lindquist, Long Island Study Group, New England River Basins Commission, Boston

10:40 "EDITORIALLY SPEAKING"  
Peter Wilson, administrative vice president, National Association of Engine and Boat Manufacturers, Greenwich, Connecticut

11:30 CONFERENCE SUMMARY AND ADJOURNMENT

12:00 LUNCHEON

## APPENDIX: PARTICIPANTS

### *Participant Summary*

	<u>Program Speakers</u>	<u>Other Participants in Conference</u>	<u>Total</u>
News media	4	5	9
Government: federal, state and local	6	15	21
Academic programs	4	6	10
Trade: boating businessmen and associations	9	28	37
Bankers	1	1	2
Legislators	-	2	2
Insurance men	-	4	4
Private citizens and boatmen	<u>2</u>	<u>2</u>	<u>4</u>
TOTALS	26	63	89

### *Program Speakers*

DAVID BALFOUR, director, Travel Development, New England Council, Boston  
 ALLEN BERRIEN, Milford Boat Works, Milford, Connecticut  
 BARRY CADIGAN, boating editor, *Boston Globe*, Boston  
 RICHARD DEWLING, National Environmental Research Center, Edison, New Jersey  
 PATRICK J. FINGLISS, Rhode Island State Planning Program, Providence  
 CAPT. PHILIPPE GAUCHER, chief, Boating Safety Division, U. S. Coast Guard,  
 Boston  
 WALTER GRAY, NEMRIP, University of Rhode Island, Narragansett  
 GORDON A. HAGGLUND, East Greenwich Yacht Club, E. Greenwich, Rhode Island  
 DAVID KENDALL, senior editor, *Boating Industry Magazine*, New York  
 IRVING A. KING, commander, U. S. Coast Guard Auxiliary, Warwick, Rhode  
 Island  
 WILLIAM F. KING, JR., president, Harrington, King and Company, Randolph,  
 Massachusetts  
 WILLIAM LIBRIZZI, National Environmental Research Center, Edison, New Jersey  
 CMDR. C. R. LINDQUIST, U. S. Coast Guard, New England River Basins Commission,  
 Boston  
 DR. BRUCE W. MATTOX, Marine Advisory Service, University of Rhode Island,  
 Kingston  
 R. THOMAS B. PEIRCE, vice president, Marketing, Pacemaker Corporation, Egg  
 Harbor City, New Jersey  
 SYDNEY H. ROGERS, publisher, *Boating Magazine*, New York  
 DR. NIELS RORHOLM, sea grant coordinator, University of Rhode Island, Kingston  
 NEIL W. ROSS, NEMRIP, University of Rhode Island, Narragansett

GEORGE R. ROUNDS, National Association of Engine and Boat Manufacturers,  
Greenwich, Connecticut  
DOMINIC SANSONI, assistant vice president, Retail Division, New England  
Merchants National Bank, Boston  
WILLIAM H. SHAW, vice president, Pearson Yachts Division, Grumman Allied  
Industries, Portsmouth, Rhode Island  
RONALD STONE, director, Government Relations Department, Boating Industry  
Association, Chicago  
WILLIAM SWARTZ, president, Marina America, Stamford, Connecticut  
DANIEL W. VARIN, chief, Rhode Island Statewide Planning Office, Providence  
JOHN WHITING, publisher, *Motor Boating and Sailing Magazine*, New York  
PETER WILSON, administrative vice president, National Association of  
Engine and Boat Manufacturers, Greenwich, Connecticut

*Other Participants in Conference*

GENE ANTHONY, WELI Radio, New Haven, Connecticut  
JOSEPH C. AVENI, chairman, Governor's Commission of Boating Advisors,  
Belmont, Massachusetts  
PAUL BIRBARI, Birbari Marine, Branford, Connecticut  
CHARLES BOLWELL, chief, Division of Enforcement, Department of Natural  
Resources, Providence  
ALFRED C. BRUCE, Connecticut Marine Trade Association, Guilford, Connecticut  
C. WILLIAM BURLIN, Cape Cod Planning-Economic Development Commission, Barn-  
stable, Massachusetts  
CARLTON BURR, Burr Brothers Marina, Marion, Massachusetts  
PAUL CASEY, Wickford Shipyard, North Kingstown, Rhode Island  
RONALD COURVILLE, Boston Harbor Marina, Boston  
ROBERT DAIGLE, Interyacht, Inc., Newport, Rhode Island  
MURRAY DAVIS, editor, *Sail Magazine*, Boston  
CHARLES DICKERSON, Dickerson Brothers, Warwick, Rhode Island  
PAUL E. DODSON, JR., Newport International Sailboat Show, Newport, Rhode  
Island  
JAMES DONOGHUE, Bureau of Outdoor Recreation, Philadelphia  
SIMON DOYAN, vice consul and assistant trade commissioner, Canadian Con-  
sulate General, Boston  
LEONE DUHAIME, Ocean House and Marina, Charlestown, Rhode Island  
OMER DUHAIME, Ocean House and Marina, Charlestown, Rhode Island  
W. J. H. DYER, The Anchorage, Inc., Warren, Rhode Island  
A. THOMAS EASLEY, New England Council, Boston  
RICHARD B. EGAN, Marine and Industrial Engines, Inc., Dorchester, Massachusetts  
ERIK FINSTICK, Bureau of Outdoor Recreation, Philadelphia  
IRVING FISTELL, U. S. Army Corps of Engineers, New England Division, Waltham,  
Massachusetts  
JULES G. FLEDER, NAEBM-Westlawn School of Yacht Design, Greenwich, Connecticut  
WILLIAM F. X. FLYNN, Pace Corporation, Stratford, Connecticut  
FRANK GLISTA, Connecticut Department of Environmental Protection, Hartford,  
Connecticut  
PHILIP A. GRAHAM, Concord National Bank, Concord, New Hampshire

DAVID GREENWOOD, Stafford Marine Mart, Pawtucket, Rhode Island  
 SENATOR GEORGE L. GUNTHER, Stratford, Connecticut  
 STUART O. HALE, University of Rhode Island, Graduate School of Oceanography,  
 Narragansett  
 SANFORD HOURIGAN, Waterpavers, Huntington Station, New York  
 C. STUART INGERSOLL, Essex Boat Works, Essex, Connecticut  
 HENRY R. KEENE, Edson Corporation, New Bedford, Massachusetts  
 GEORGE KELLER, University of Rhode Island, Graduate School of Oceanography,  
 Narragansett  
 CHARLES F. KEYES, *Marine Products Magazine*, Philadelphia  
 CAPT. FRED E. LAWTON, Raytheon, Newport, Rhode Island  
 WILLIAM G. LITTLEFIELD, Gilford Marina, Gilford, New Hampshire  
 RUSSELL G. LUNDSTROM, The Anchorage, Inc., Warren, Rhode Island  
 ROBERT LYNDE, National Weather Service, Boston  
 CHARLES MILLER, U. S. Army Corps of Engineers, New England Division, Waltham,  
 Massachusetts  
 DR. WILLIAM W. MINER, "Save the Bay," Jamestown, Rhode Island  
 JAMES NAPOLI, Marine Advisory Service, University of Rhode Island, Narragan-  
 sett  
 LT. (JG) RICHARD NARVA, U. S. Coast Guard Reserve, First Coast Guard District,  
 Boston  
 STEVEN ONYSKO, U. S. Army Corps of Engineers, New England Division, Waltham,  
 Massachusetts  
 RICHARD PALMER, Stratford Marina, Stratford, Connecticut  
 LEONARD J. PANAGGIO, Rhode Island Development Council, Providence  
 DAVID PHILIPS, boating editor, *Providence Journal*, Providence  
 DORAN PODOLOFF, Adams and Podoloff, West Haven, Connecticut  
 EARL A. POSEY, Maurice H. Saval, Inc., Boston  
 LARRY RASIE, editor, *Hartford Courant*, Hartford, Connecticut  
 WILLIAM RESTUCCIA, American Boating Association, Inc., Boston  
 HERBERT SCHURGIN, American Boating Association, Inc., Boston  
 GEORGE W. SHAW, Resources Development, University of New Hampshire, Durham  
 DONALD SINGER, Noank Shipyard, Noank, Connecticut  
 FREDERICK J. SMITH, marine economist, University of Rhode Island, Kingston  
 SAM SNOW, Medway Marine Corporation, Providence  
 LEONARD SPANGENBERG, vice president, American Power Boat Association, Cam-  
 bridge, Massachusetts  
 GEORGE S. STORY, vice president, Providence Washington Insurance Company,  
 Providence  
 SENATOR ERICH TAYLOR, Newport, Rhode Island  
 CAPT. B. E. THOMPSON, U. S. Coast Guard, Boston  
 NORMAL F. WAHL, American Universal Insurance Company, Providence  
 MRS. HELEN WHITING, *Motor Boating and Sailing Magazine*, New York  
 JAMES H. YOUNG, College of Marine Studies, University of Delaware, Newark