

February has always been a crazy month for brokers. Like you, it seems I'm always rushing to get ready for the Miami Boat Show, whether it's being busy with the magazine's fabulous new look in 2013, or prepping new models with brokers and commissioning crew from Donzi Marine when I was sales manager, back in 1970.

I remember when we introduced the Donzi 21'GT in Miami. The show model was candy apple red with red and white striped seats and white shag carpet. Shag carpet? Hey, it was the 70's, man. The 21GT had a white racing stripe and huge chrome-plated exhaust pipes. With a high horsepower-looking Mercruiser outdrive, that Donzi looked like it was going 100 mph sitting still with the bow up next to the main aisle at the show.

But we had one little glitch: the engine wasn't ready when we moved the boat to the show. Ever resourceful, the guys in the shop took an old inner tube and cut the rubber into long strips to fashion an engine. They expertly attached one end to the outdrive where the engine would normally go, and attached the other end under the seat in the forward part of the engine room. The crowning touch was improvising a hand crank for the rubber band engine. When we closed the engine hatch, she looked sleek and racy, like a Donzi should, only with a rubber band for an engine.

That rubber band engine launched 1,000 laughs. I almost got slugged a couple of times when people asked about the horsepower. I told them it had a rubber band for an engine and they thought I was just being a smart ass. I smiled every time a Go Fast Guy would walk up, like an expert, and explain to their girlfriend what a big engine this Donzi must have based on the huge outdrive. The look on Mr. Go Fast's face upon seeing a giant rubber band under the hatch was simply priceless.

We had a good show that year and that rubber band sold a lot of boats. Show brokers and sales managers are pros at turning what seems like a disaster into an advantage.

At *PYB*, we're trying to give brokers every advantage in the most trying economy in decades for our industry. Since we launched one year ago, brokers and advertisers around the world now look forward to each issue of *PYB*, their very own trade magazine. *PYB* is now the best vehicle for reaching yacht brokers with zero wasted ad dollars with our small, but very targeted audience niche.

You'll notice our contemporary redesign and layout and I think this is our best issue yet. Our editorial is written for industry professionals by the best writers in the yachting industry in an easy to read format – your mobile phone or laptop device.

We've got a great interview with John Weller of Northrop & Johnson in our *Broker Spotlight* and John shared a fun story about working with leads in our new section, *Fish Tales*. If you've wondered about what cruising in Cuba is really like, you can read all about it on your handheld device on page 48. We've got our electronics and legal experts dishing on the latest wireless devices and proper handling of earnest money, as well as an informative feature on the controversy of carrying lethal weapons onboard. We caught up with Mike Rybovich's new company, have a couple of reviews on full displacement vessels, Miami show listings, and the latest industry scoop in *Word on the Waterfront*.

Here's to a great show season from the crew at *PYB*. Please feel free to call me anytime at 843-819-3500 should you need any assistance, an ad in our magazine, or a rubber band in a sales emergency. (Just wait until you see what I can do to help you sell a boat with a paper clip.)

Fair winds,

**Jim Ramsey**  
Publisher and Editor