

Mariner Marketer

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It's All About Safety, Wear Your Life Jackets!

Memorial Day weekend is here and with that comes lots of boats splashing for the summer, cookouts, and family fun. It's also National Boat Safety Week, the perfect time to remind everyone about wearing life jackets.

Did you know it's a law between May 15 and October 15 all kayakers and canoers are required to wear a life jacket? If you don't, the harbormasters can, and probably will, give you a ticket.

Another fact - most boating accidents that result in drowning are due to negligence in wearing a life jacket. Let me explain: at the open house in Falmouth I was at recently, a few of us were talking and one woman said she doesn't wear a life jacket while kayaking because she's an excellent swimmer. One of the Coast Guard Commander's explained it didn't matter how well you swim, especially in the colder waters. Once you fall overboard your body immediately reacts to the shock causing you to gasp, ultimately taking in a mouth full of water or more. Unfortunately, out of those fortunate enough to get rescued, a few end up dying a week or two later because of pneumonia. The pneumonia is from all the bacteria in the water that you swallowed which settles into your lungs. I don't know about you, but I value my life and would rather wear a bulky life jacket than die from swallowing disgusting bacterial laden lake or ocean water.

**In This Issue
Note from Robin
Feature Article
Special Offer
Guest Article**

Hello,

This issue is being sent to you courtesy of: **Robin G. Coles**
TheNauticalLifestyle.com

It is our way of say we appreciate you and truly value your business. Please feel free to pass this along to others (friends, family and neighbors) whom you feel would benefit from it. I just ask that you pass this newsletter along in it's entirety. Enjoy!

From the desk of: Robin G. Coles

It's tea time. Thanks for joining me, I've made a pot of loose Twinings English Breakfast. Last month's trip to Florida was unbelievable.

My son, Joshua, got engaged the week before I arrived. One night, we had dinner at his fiance's parents home. I met her parents and her two young children.

The boat show in Jacksonville was my first out-of-state book signing, from there I headed to Palm Coast marina and the European Village. I met a lot of nice people, made great connections. All good.

In Daytona, I met up with Paul Savia at Sea Tow, then went over and spent time at Halifax Harbor Marina with Marc Philips.

My sister, Michele, and I rekindled our relationship; it had been seven years since we saw each other last. Michele had been

In an interview with Alan Sorum, unreformed Alaska harbormaster, member of the USCGAUX, and guest writer this month, the best life jacket is one that you're comfortable with and actually wearing. If you have it stowed and something happens, there's usually not enough time to find the thing and don it after an accident occurs.

Under U.S. federal law, you need one approved life jacket within reasonable reach for each person on board. They have to be approved by the U.S. Coast Guard and the right size. You also have to have an approved throw-able device; ring buoy, floating seat cushion, or LifeSling.

Here's a review of three types of life jackets and their uses:

Type I - offshore life jacket, bulkier, and less comfortable. These keep individuals afloat for extended periods when rescue is slow.

Type II - near-shore, buoyant vest but comfortable. These turn some unconscious individuals to a face-up position.

Type III - calm inland waters, also known as a flotation aid. These allow for freedom of movement and great for sport users. However, these individuals must turn themselves upright and tilt their heads out of the water.

There you have it. The next time you go out on your boat, someone else's boat or crew, check for the life jackets, make sure they're accessible (out of the plastic bag), not torn, or moldy. Don't forget to look for the throw-able device(s) as well.

diagnosed with MS a few years ago but she seems to be doing well. We also have another sister, Harriet, who lives on the West Coast of Florida with MS and has been in a wheelchair for too many years.

Michele, her daughter Nicole, and I hung out for a day at Daytona Beach before heading to Orlando for Mark Hendrick's Internet Success System course (ISS).

In between all this running around, I did get to walk the beach twice. It was so refreshing splashing my feet in 71 degree water. Just what the doctor ordered. The pool at the hotel in Orlando was not bad either.

Last weekend (May 18 - 20) was Boston Yacht Sales' Open House at MacDougalls in Falmouth, MA. For me, it was another book signing, and making new acquaintances. I also went for a test ride on the new Vanquish, what a beauty she is.

Congratulations to the following people from our Florida and Falmouth drawings. Each one won a full set of Boating Secrets Interview Series on MP3.

Michelle Prosje, Jacksonville Boat Show
Pauline Berk, Palm Coast Marina
Pete Brown, Boston Yacht Sales' Open House

Upcoming Events

June 9th is National Marina Day and here in Winthrop we'll be naming our new harbormaster/ferry terminal building.

June 26 - July 1st - America's Cup World Series in Newport RI. This is a week of racing AC45 wing-sailed Catamarans.

For Sale

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"Thank you for such a useful, and interesting book "Boating Secrets". The topics are relevant and interesting. I really gained much useful information from it. Also, the CD you provided of one of your sources speaking on his area of expertise, made the reading of that section all the more beneficial.

I hope it's not the last book you do."

Glenn Connell

A Good Search and Rescue System for Boaters. Guest Article from Interview with Alan Sorum

With boats splashing this holiday weekend, I've taken two questions from Boating Secrets' interviews with Alan and rewritten them here. It's a brief review of what makes a good search and rescue system. Here's what he had to say.

The best thing a boater can do to facilitate a rescue is for everyone on board to be wearing life jackets. That's the best thing a boater can do to save lives if there's a problem on the water. But, *additional* things a boater can do to improve their chances of a quick rescue are:

- purchase and learn how to use a marine VHF radio.
- file a float plan with your local harbormaster, family member or a friend. Filing the float plan gives others an idea of how many people are on board your boat, where you intend to travel, and when you plan on getting back. This is really useful if somebody is trying to find you later.
- consider purchasing an EPIRB (emergency position-indicating radio beacon).

For basic boating safety equipment, it's really important to have the things you would normally think of - life jackets, fire extinguishers, signal flares. Make sure to check the expiration dates on the latter two items. Again, having both a marine VHF radio and an EPIRB is a really good idea.

Alan Sorum is an unreformed Alaska harbormaster; a boating feature writer for Suite101.com, an online magazine; and a member of the United States Coast Guard Auxiliary.

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