

QUALITY BOATS NEWSLETTER FOR CUSTOMERS AND BOATING FRIENDS

QualityTimes

SPRING 2007

*Doug Let The
Dogs Out*
Cover Story

IN THIS ISSUE

**FAMILY
CRUISING**

**FISHING
TAMPA BAY**

**SPECIAL
OFFERS**

FROM THE HELM



Dave and Dan Bair

Wow! What a Year! You, our customer, have enabled Quality Boats to earn recognition as one of the Top 100 Boat Dealers in North America and also allowed us to earn Top 10 Dealer in sales for Regal and Pursuit. Not only this, but Quality Boats became one of the first dealers in North America to be 5-Star Dealer Certified.

We feel compelled to say we understand thoroughly these accomplishments are not about us. It's because of you we've made these accomplishments. We cannot thank you enough. As our father, Ted Bair, always said, "It is our customer that has brought us to the dance."

We are closing in on our goal of attaining across the board 100% CSI from all of our customers and we understand that 'Your Satisfaction is Our Future.'

J.D. Powers recently announced that Grady-White won their award for an unprecedented 6th time in a row for overall customer satisfaction in the Fishing Boat Segment and Regal won the award for the Runabout and Express Cruiser Segments. We feel blessed to have these relationships with our boat and engine suppliers but particularly with you, our customer.

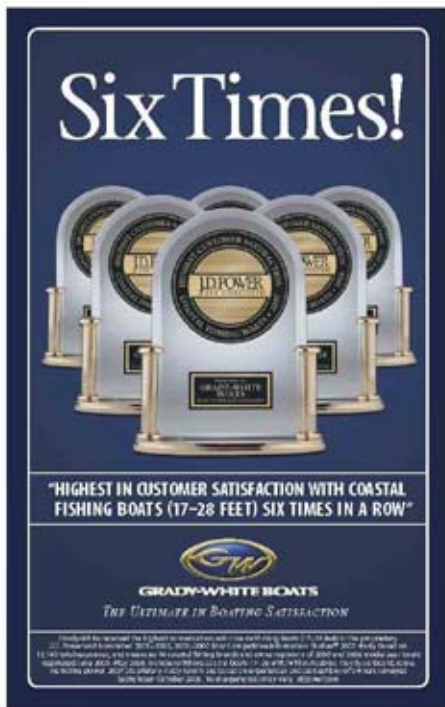
Quality Boats is enjoying continued growth and accomplishments and we

thank you for that. We are as active as ever in improving our community and we feel very fortunate to be in the marine business serving the Tampa Bay area.

We have the best job in the world! Great boats, suppliers, team members and the finest customers in the best boating area in the country. Our cruise club, *Quality Cruisers*, has a full agenda and more planned trips that ever before. Contact our Quality Cruisers captain, Mike Bert, to join us on an excursion. Explore areas that you might otherwise be resistant to tackling on your own. The trips do fill up fast and marina slips are limited so please contact Mike to secure your plans before the spaces are gone.

We sincerely appreciate your loyalty and hope to see you and your family on the water soon - Go Boating!

— David and Dan Bair
and the Quality Boats Team



Grady-White Boats was awarded a sixth trophy from J.D. Power and Associates when the company was ranked "Highest in Customer Satisfaction with Coastal Fishing Boats (17 to 28 Feet)". The award was presented at the Miami International Boat Show, February 15, 2007.



Regal has been ranked "Highest in Customer Satisfaction for Express Cruisers (24-33 feet)" in the prestigious J.D. Power and Associates 2007 Boat Competitive Information Study. For the second year in a row, Regal has also captured the small runabout segment by ranking "Highest in Customer Satisfaction with Small Runabouts (16-19 feet)".



Dan Bair, Quality Boats, is seen here receiving the award for Top 100 Dealers in the Boating Industry, from Boating Magazine's Senior Editor Liz Walz. Quality Boats was honored with the award for its dedication to constant improvement. The magazine explained this award is not just a numbers game. In fact it states: The strength of the list is found far more in these companies' overall business operations than in their top-line revenue or units sold.



ON THE COVER:

Bike and Boat Trips: An Adventure to Pursue on the Pursuit

If you ask Doug Rothschild if there are parallels between selling commercial real estate and purchasing a boat, he has the answer. Doug is seasoned in the world of strategic business deals and demanding clients. He is also a walking example of what customer service is all about.

"I expect the same kind of customer service I give, when I'm the customer. That's why I choose Quality Boats every time I purchase a boat. I've built my business on customer service, therefore I gravitate towards those who know how to provide it."

Douglas C. Rothschild is the Principal of CLW Real Estate Services Group. The company is the out-sourcing representative for large cor-

porations looking to expand, retract or relocate.

A few years back, Rothschild purchased 2870 Pursuit. His partner and neighbor loved it so much, he bought it. So, Rothschild moved to the 3370 Pursuit and now he takes his family on overnight "Bike and Boat Trips."

The Rothschilds load their four bikes on the boat, cruise around Western Florida, dock the boat and ride bikes. With the cabin of the 3370, the family can stay on the boat rather than stay in hotels. "This boat is our family home away from phones, computers and distractions. And, with this boat there is no better way to see the West Coast of Florida. We swim, snorkel, fish every weekend we can."



Doug Rothschild, with son, Craig, a 7th grader at Berkley Prep, along with their two dogs, Coconut and Ruby.

The Pursuit of Fishing Perfection

If you live to fish, you'll want to live on board the 3350 Offshore. This workhorse has all the features a die-hard angler wants, along with some innovative touches of luxury.

The huge cockpit is designed to fight fish, with an integrated

transom and built-in tackle and bait drawer system. You'll also find a freshwater sink, Corian cutting board and spray hose, extra large marcerated fish box and circulating livewell. Deep water or close to shore you'll be ready for anything in a Pursuit.

The Pursuit 3350 Offshore




PURSUIT

Ultimately, There Is Pursuit

Quality Cruisers

Quality Cruisers Key West Adventure:

JUNE 23rd

Cruising in your boat to the Florida Keys provides a euphoric experience you're likely to remember for a lifetime.

First timers are always apprehensive as the last glimmer of condos slip from the horizon. Friendly banter on the Quality Cruisers Club VHF channel 74 from other boaters in the group helps to pass the time before the Gulf waters turn from a familiar grayish green to a warm inviting shade of light blue. Ahead the Commodore can see a tiny island coming into view, a cheer goes out over the VHF from all the boaters. Welcome To The Conch Republic!

Soon everyone's on the dock talking about where to go to have our first Margarita. ***This trip you don't want to miss!***



Enjoying "docktails", a not unusual event, with some members of the club.

Send Us Your Quality Cruising Photos

If we use them, you get a free T-shirt or cap. Photos should be color JPEGs, 1 to 2 MBs if possible. Please include all the names of those in the photograph. Or email: melissa@qualityboatsales.com



Mandi Bagley, Maralee Twigg, Gary Twigg, and Mark Bagley grab a bite on their Tween Waters trip.

Let the pillage begin! Michael and Dawn Galasso are dressed to plunder at this years Gasparilla celebration.





Caladesi packed with Grady-White boats and fun for all ages.



Mark and Mandi Bagley are all smiles on their Tween Waters trip.



Island hopping on Captiva and Sanibel. A most enjoyable trip.



Kathy and Paxton Mendelssohn are looking right at home on their new Regal 4260



Bruce and Heather Brock enjoying the day out on the Pub Lunch trip

Upcoming Trips

Sign up for one or all of our future trips! For further details, please call Mike Bert, 638-0836 or 727-530-1815. www.Qualityboatsales.com

March 30 - April 1
Twin Dolphin Marina

April 27 - 29
Sarasota Hyatt

May 26 - 29
Memorial Weekend
South Seas

June 9, 11:30 a.m.
Captain's Meeting

June 23 - July 1
Key West Trip

July 27 - 30
Tween Waters

August 10 - 12
Tampa Marriott

September 1 - 4
Labor Day Weekend
Sarasota Hyatt

October 5 - 7
Marina Jack's

October 20, 11:30 a.m.
Frenchy's for Lunch

December 1, 6 p.m.
Holiday Party



Chris and Laurel Davis treasure being pirates for a day at this years Gasparilla.



Jim Akins, Mike Bert, Lynn and Mike Weisman, Sherri Akins and Linda Gooding at the Twin Dolphins enjoying Dinner Out.



Members of the Grady-White Club on their Steinhatchi outing.

New Deliveries

Few things are more exciting than taking delivery of a new boat. At Quality Boats, we think it is helpful to take delivery on the water, with a certified captain to answer any questions and explain all the features. We take a personal interest in our customers and their families and want to make sure they get the maximum fun out of their new toys.



Chris and Melissa O'Conner are ready for some family fun on their new 1900 Regal.



George and Linda Kitchen taking delivery of their new 2570 Pursuit center console.



Robert and Arlene Burns are ready to cruise on their new Regal 2860.



Ray Bouchard gets ready to go fishing with his dad in his new Grady-White 305.



Curt & Niki Chandler and their Regal 2200.



Dr. Jerome and Evelyn Colletti with their new Regal 3350.



Terry Reed looks forward to fishing on his new Grady-White 283.



Keith and Nancy Jensen with their new Regal 2565.



Michael Levin taking delivery of his new Regal 2400.



Wayne Schmidt taking delivery of his 283 Grady-White.



Richard and Susan Steinberg on their Regal 3360.

Carpe Diem: *Seas the Day* with a Regal 38'

Ask Ken Marks why he chose a Regal 3760 as his cruiser. You'll learn a bit about cars and a fair amount about boats. It's no wonder that a man who has built a successful business selling cars (think Ken Marks Ford) would want one of the strongest, most powerful, cruising boats available today.

"Seas the Day" is the third cruiser Marks has acquired from Quality Boats. He had a 33' Regal, then a 26' Pursuit and now this elegant, stately, yet powerful 3760 Regal.

"This area, West Florida, is the best boating area in the United States." Marks explains. "You can access all the small and major towns up and down the west coast. And, two of the best forms of quality family time are boating and camping. With this Regal I can take the family camping and never leave the boat!"

Marks own business savvy nurtures his respect for Quality Boats. He understands the intricacies of finding the best dealership when making such a major purchase. "The Bairs and Quality Boats are the epitome of good service. They truly are people



oriented and are very 'Johnny on the spot' when it comes to the boater's needs."

And, Marks for one, understands the importance of service from years of building his solid career in the car business. "Think about it, compared to working on cars, boats are so tricky. With cars you are in a controlled environment. But with boats it can be all kinds of weather and with all kinds of issues and surprises. Plus, one thing I just love is that when you get your boat back from Quality, --it's cleaner than you when you brought it in."

Ken, his wife, and two bright children Leah and Josh closely hone their boating

skills as a family. His wife, Pam, hails from a boating background tested in Seattle, Washington. Her family was in the commercial fishing business and as she explains, "I grew up on boats and endured very bad weather. Seattle can be 40-degree water with 8 to 10 foot seas. If you are fishing in that, it's not a pleasure trip. Florida is so much different and I love it here."

"I love this boat. And I wouldn't make such a purchase from any other organization than Quality Boats.

One of the reasons Quality Boats is so well thought of in this area is that it is not some big corporation, which is publicly owned and not personally involved in Tampa Bay. With Quality Boats you are working with a family that is in this community, believes and knows this area, and makes it a part of their whole personality to provide quality service second to none."

ABOVE: Ken Marks is all smiles aboard his new Regal 3760.

BELOW: Heading into the intercoastal is right out the back door of Ken Marks home in Clearwater.



Quality Boats: caring about and helping our environment



There's no doubt about it. You'll hear it over and over. Quality Boats cares about this community and is actively involved in its well-being. Recent activities include the boats provided for the

Ironman Competition which recently took place on Clearwater Beach.

As sponsor of the *Tampa Bay Grady-White Club*, Quality Boats assists this organization in **releasing turtles back into their natural habitat.**

Quality Boats and their employees have been actively involved in addressing the needs of this worthwhile cause for several years.



The Fishing Pals program is another worthwhile cause. Here, mentors to young boys and girls get out on the water for a fun-filled day of



boating, fishing and learning about the great outdoors. To get involved, call Quality Boats at 727-530-1815.

Grady? There's Got To Be A Catch.



The Grady Express 360

There's no other family sportfishing boat built like a Grady. And the Express 360 provides unmatched comfort and quality for both fishing

and pleasure. The twin berths and complete galley don't get in the way of serious fishing. If the skies turn dark and things get ugly, you'll be glad it's a Grady. The exclusive

Sea V² hulls provide the industries standard in tracking, dryness, performance and speed. Superb engineering, the best materials, and built by craftsmen. Get the Grady.



The New Pursuit 365 OS

Pursuit announced its plans for introducing their new OS 365 Offshore which will be premiering in the fall of 2007. This eagerly awaited new model, which will be featured with the all new twin F350 Yamaha V8 Outboards or triple F250's boasts a generous 13' beam, spacious and luxuriously appointed cabin, entertainment-friendly cockpit and helm and every technological upgrade available to-date. First retail deliveries will occur in early 2008.



The New Regal 5260

With the launch of the largest yacht in its luxury performance boat fleet to date, the 5260 Commodore Express, Regal Marine Industries, Inc. will take its customer relationship to a whole new level. Offered with a wide array of layouts and interior decor, owners can personalize the new Regal 5260 to suit their individual tastes. This is as close to a custom-built yacht as you can get in 52 feet. Special pre-construction pricing available now with advance orders. Ask at the showroom.

From Restaurants to Fishing Tournaments, Larry Edger is in Pursuit

If you've ever dined at Backwater's on Sand Key, Maggie Mae's or Cooter's Raw Bar & Restaurant you've experienced a bit of Larry Edger's taste for life. The food's great and so is the owner's zest for living. Perhaps that's why he purchased the Pursuit 3480.

Larry has now decided to get back into tournament fishing after several years of less stressful boating with young grandchildren. "The tournaments today are more competitive with top of the line equipment and fast boats. This allows more time for lines in the water. And, while ten years ago we were fishing for trophies and a few hundred dollars, now the tournaments pay thousands of dollars." Edger explains, "Yet, the top prize is still the day of fishing."

Edger has owned many boats including the Mako, Tiara, Aquasport, Century and others. "When I picked the boat up



Brent Edger and Gary Simcox show the results of the 3480's first outing in the Gulf.

from Quality Boats, I took it directly out of Clearwater Pass into 3 to 4 foot seas just to see if the ride was as comfortable as advertised. The 3480 handled and rode like it was flat calm," he says. "But, I had one complaint. The integrated electronics package I chose had a tremendous learning curve. I considered hiring a 12 year old to teach me how they worked!"

"I have purchased several boats from Quality and already knew the exceptional level of service they provide.

David and Dan Bair run the top marine sales and service company in the area. What was even more impressive is the Pursuit Company's dedication to customer service. They have addressed every small inquiry I have had. No waiting, no communication hassles and no questions asked - just good service." Edger said.

St. Patrick's day marks the approximate date of the beginning of Kingfish season. This is when the water temperature reaches low 70's. For Edger, the tournament season will open in Sarasota. "I am looking forward to putting the 3480 through the grueling days of pre-fishing and the pressure packed tournament days. It may take a few tournaments to get back to previous success levels, but the Pursuit will help."

Quality Boats

previously owned



1999 - Yamaha Exciter - (16 ft. 7 in.) Twin Yamaha jet drives with 270 hp total. Flush kit, bimini top, cockpit cover and a large ski locker. **\$6,500**



2005 - Michael Clayton's 2200 Regal - (23 ft. 0 in.) 5.0L Volvo gxi, 270 hp with under 100 hours. Comes with stainless steel bimini, bow cover, cockpit cover, stainless steel prop, Kenwood stereo, cockpit table, cockpit carpet, adjustable helm seat, transom tilt switch, transom remote for stereo, transom shower, anchor rope and chain, bow docking lights, pop up cleats. **\$31,900**



1997 - Pursuit 2470 Center Console (24 ft. 7 in.) Rigged with Yamaha 225 EFI with SS prop. Equipped with t-top, spreader lights, bow dodger, dive ladder, leaning post w/4 rod holders, porcelain head w/holding tank, compass, Garmin gps 120, Si-tex cus 106, Jensen radio/CD, Standard VHF, console cover, livewell, fishbox, dual batteries, raw water washdown. **\$33,000**



2006 - Grady-White Boats 232 Gulfstream - (23 ft. 0 in.) Single Yamaha 250 with only 14 hours, hardtop, rodholders and spreader light, 3-sided enclosure, full-width swim platform, Kenwood CD, portipotti w/macerator and deck pumpout, fresh/raw water washdown, Raymarine e80 GPS/plotter, Raymarine 215VHF **\$74,900**



2000 - Pursuit 2470 Open Fisherman (24 ft. 0 in.) Twin Yamaha 150's and 456 hrs. Custom T-Top, porta potti, raw water washdown, fresh water shower, circulating baitwell, GP-37 GPS, Furuno dgps and standard horizon VHF. **\$40,000**



2002 - Aquasport 250 Osprey (25 ft. 0 in.) Real clean boat, powered with a Yamaha 250 Saltwater series with only 125 hours. Vessel includes: fiberglass T-top, forward spreader light, 4 rod rocket launchers, leaning post, compass, Garmin fish finder, Uniden VHF, stainless wheel, trim tabs, tackle drawer, dive ladder. **\$42,900**



1995 - Grady-White 26 Islander (26 ft. 0 in.) New Suzuki 250 four stroke, boat includes anchor windlass, 2 fender racks, hard top, Humming-bird Matrix 97 GPS, Lowrance LMS- 240, Standard Horizon VHF, stereo CD, refridgerator, pump-out head, raw water washdown, **\$39,900**



2002 - Chris Craft 28 Launch (28 ft. 0 in.) Powered with twin 5.7 ltr Volvo Penta. Boat includes Garmin GPS 182C, depth finder, compass, VHF Icom, Clarion CD/ radio, aluminum winshield, Vacuflush head, wet bar with Corian tops, electric hatch lifter, and teak platform. **\$69,900**



1995 - Grady-White 27 Sailfish Sport Bridge (27 ft. 2 in.) Twin Mercury 200 hp EFI Offshore, 700 hrs. Hard top with 4 rod holders, windlass and anchor, 3 batteries and switch, Lowrance x70-A fish finder, Raytheon Nav398 GPS, Furuno 175 I radar, Standard VHF radio, refridgerator, single-burner stove and porta-pottie **\$39,900**



2005 - Chaparral Boats 285 SSi (27 ft. 6 in.) Black with 75 hours on the Bravo Twin 6.2L mpi Mercs with Livorsi controls. Equipped with trim tabs, radar arch, bimini top and curtains, radio with CD player, microwave, vacuflush head with overboard discharge, a/c with reverse cycle heat, shorepower, cockpit fridge, windlass, VHF and GPS. Still has warranty left. **\$89,900**



2007 - Regal 2700 BR (27 ft. 0 in.) Almost new Regal 2700 BR with Volvo 5.7 gxi 320 HP, only 7 hours with warranty thru 8/08 and extended thru 2010. Bow cushion, mahogany wheel with remote, stereo i-Pod, toilet with pump out fittings. **\$58,900**



2003 27' Leisure Cat (27 ft. 0 in.) Twin 225 HP four stroke Honda's with 450 hours. Very good condition. Includes trailer, bimini top, covers. Must see **\$74,900**



1994 - Grady-White 280 Marlin (28 ft. 0 in.) Powered with 1997 twin 250 Yamaha EFI two stroke engines. Boat includes, hard top, lowrance x85, Furuno GPS NAV, Standard VHF radio, refrigerator, stereo cassette, pump out head, Cruisair a/c, anchor windlass, screen enclosure, shore power. Boat does not have bottom paint. **\$49,000**



2006 - Regal 2860 (28 ft. 0 in.) Almost new. Powered with twin 4.3 gxi Volvo Penta with 65 hours on both engines. A/C, anchor windlass, power search light, cherry and holly flooring, gas generator, Kenwood stereo CD, transom stereo remote, electric hatch, gas vapor detector, fire boy engine room, flat screen TV with DVD player, Vacuflush head, Ray 54 VHF and Ray 435i GPS plotter, trim tabs. Warranty until 8/08. **\$129,000**



Quality Times is a newsletter published by Quality Boats of Clearwater, Inc. If you have any concerns or comments, please contact us. If you have any photos or stories you would like to share, please call Melissa at 727-530-1815, or email to: melissa@qualityboatssales.com. Photos and articles may not be reprinted without written permission.

Trailers pictured are not included in price unless otherwise stated



2003 - Pursuit 3070 Offshore (30 ft. 0 in.) Twin Yamaha 225 4strks with 287 hours. Hard top with front and side curtains and a drop curtain. Auto windlass, dockside water inlet. Clarion CD stereo, Ray 53DSG VHF radio, Ray RN300 GPS, Ray L760 Color fish finder. This boat is in excellent condition. **\$119,000**



2005 - Grady-White 360 Express - (36 ft. 0 in.) Like New. Triple Yamaha 250 4stks with 153 hours on ends and 129 on middle. Bow thrusters, windlass, outriggers, hard top with full enclosure, 2 Navnet 12" screens, radar, auto pilot, GPS/plotter, fish finder, Icom 502 VHF radio. Warranty thru 2011. **\$349,000**



2003 - Regal 3060 (30 ft. 10 in.) Stylish main salon features a very complete galley w/ lrg forward berth and plenty of storage. Twin Volvo 5.7 GXI DP with 190hrs, 5Kw Kohler generator w/348hrs, cockpit table, cockpit fridge, VHF, Raymarine RC530, full enclosure, cockpit cover, anchor windlass, Premium Sound Package, remote spotlight, TV/VCR. Previously kept in a High & Dry. **\$109,900**



2000 - Pursuit 3000 Express (32 ft. 8 in.) Powered with twin Merc Horizon mpi inboard engines. These were new engines installed in 2004. Full covers, a/c, generator, AM/FM Stereo, teak floors in the cabin, GPS, VHF, radar, engine sync gauges, windlass. Extended warranties until 2009. **\$86,900**



2002 - Regal 3060 Commodore (30 ft. 6 in.) Twin Volvo 5.0 gi with 182 hours each. Westerbeke 5kw gas generator with 142 hours. New a/c pump. New battery charger. Fresh water flush kit. Cockpit fridge. Standard Horizon color chart plotter, Raytheon ray 53 VHF. Upgraded sound system and CD changer. One Owner **\$84,900**



2000 - Regal 2960 (30 ft. 10 in.) Twin Volvo 5.0 gl. Large cockpit with surrounding seating for outdoor entertaining. Bottom paint, windlass, remote spot light, a/c, TV/VCR, microwave, fridge/freezer, generator, ice maker, VHF, Garmin GPS 185, 450 Hours on engines. **\$69,000**



2004 - Regal 3260 (32 ft. 0 in.) Blue hull with yellow stripe, powered with twin Volvo 5.7 gxi. Boat includes generator, a/c, stereo CD, electric stove, refrigerator, GPS, VHF Radio, cockpit refrigerator, cockpit table and full camper canvas. Boat looks and rides nice! **\$129,900**



2003 - Regal 3260 Commodore (34 ft. 8 in.) High performance express, twin Volvo 5.7, 5kw generator, ac/heat, water heater, ice maker, CD TV/VCR, vacuflush head, shower, full canvas top, Garmin 182c plotter/GPS, gourmet galley w/ss sink, 2 burner electric stove, microwave, refrigerator and Corian counter tops. Swim Platform, **\$119,900**

Insight, intuitive nature and training: it all comes together for Quality Service

With the reliability and durability of today's cruise and fishing boats, you may not get to see these gentlemen very often. But know they are standing ready to help you at Quality Boats Marina.

The combined experience of the three Lichfoldts represents more than 30 years of dedicated work in Yamaha, Volvo Penta, Pursuit, Grady-White and Regal certified talent.

Each attends yearly training sessions on the latest technology in boat and engine repair. "It's a fast-changing business,

for sure," says Randy Lichfoldt, the supervisor of marine technicians at the Quality Boats Marina. "In this industry, you have to be constantly educated and have a firm



Pictured, left to right: Ron Lichfoldt, Steven Lichfoldt and Randy Lichfoldt. These Lichfoldt men keep Quality Boat customers moving on the water.

understanding of the ever changing technology and advancements. The engines and boat systems are more computer based now and there is constant training

to ensure that you are ahead of the curve. Additionally, the saltwater environment that we live and boat in can be rather harsh and something the auto industry does not have to contend with. An automobile would not fare too well in the saltwater. Therefore, attention to corrosion issues and preventative maintenance is something everyone has to manage."

The best advice Lichfoldt can give? "Follow the maintenance schedule outlined by the boat and engine manufac-

turers and keep your investment clean. Mechanical failures are rare when scheduled maintenance is performed regularly and timely."

Quality Marina

Complete Waterfront Service

At Quality Boat's Marina, the only gulfside marina in Clearwater, you'll find major service and repair for most any make or size boat including:

Engine Services:

- Major and Minor Engine Repairs
- Full Service Waterfront Marina
- Tune-ups & Annual Services
- Authorized Yamaha Outboard Service Center
- Authorized Volvo Penta Gas Inboard and Stern Drive Service Center.

Boat services:

- 12-Volt Electrical Installation & Repair
- Custom Marine Electronics Installation
- Gelcoat and Fiberglass Repair



- Livewell and Raw Water Systems Installations
- On-site Detailing

Hours & Contact Information

SALES SHOWROOM:

17389 U.S. 19 North

Monday – Saturday: 9 am to 6 pm

Sunday: Noon to 5 pm

Phone: **727-530-1815**

www.qualityboatsales.com

WATERFRONT SERVICE:

235 Windward Passage

Monday – Friday: 8 am to 5 pm

Saturday & Sunday: Gone fishing

Phone: **727-443-2466**

email: service1@qualityboatsales.com

