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HMY News

HMY SPONSORS “WALK FOR BABIES”

May 10th, 2010



Saturday May 8th was a beautiful morning on Fort Lauderdale beach. The HMY Team gathered in Hugh Birch Taylor Park to join in the March of Dimes – Walk for Babies. Fifteen walkers from the Dania office participated in the 6 mile course south down A1A to Las Olas and then back up the beach to return into the park for the final track to the finish line. Sponsors provided refreshments and lunch for all of those who walked the course. A fine end to a wonderful cause.

We are happy to report that everyone finished the entire race – a few blisters popped up – but all seemed to enjoy the morning. The HMY Team raised \$2,830 for the cause. To see our Calendar of

Events [Click Here](#)



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[HMY Yacht Sales: Cruising into the Future](#)

April 9th, 2010



While the economy cooled, one of Florida's biggest boat-sales firms has set an ambitious course.
By Louisa Beckett

As printed in the Spring 2010 issue of *Yachtworld.com*

Faced with the economic downturn in the yachting industry, many dealerships and brokerage firms have drastically reduced inventory levels, laid off staff and essentially gone into hibernation waiting for boat buyers to return to the marketplace. In the past twelve months, by contrast, yacht brokerage firm and dealer HMY Yacht Sales, which covers the Atlantic coast of Florida and Charleston, S.C., has added two new boat lines: Tiara Yachts and Grand Banks. And in February, it opened a new dealership – its seventh – in Miami's Coconut Grove, just before the Miami Yacht and Brokerage Show. An eighth HMY office, its location still under wraps, is due to open this year.

“When other people were pulling back or in a holding pattern, we felt it was the right time to expand,” says HMY’s general manager, Tom Sanders. “Expand in Miami; expand marketing opportunities, including online We thought now is the time when we needed to grow ourselves, so when the market does come back around, we have a high visibility, we’ve shown our

strength, and we are there to meet the boat-buying public's needs. Whether it's fishing, cruising; new, used; Miami, Charleston ... we try to be there."

HMY made a significant investment in internet marketing in 2009, including launching an all new website at www.HMY.com. And in South Florida, it raised its profile, as well, by implementing an aggressive, multiple-year cross-marketing campaign with the professional football team the Miami Dolphins. Last October HMY was a major sponsor of the Miami Dolphins Alumni Weekend, which brought thousands of fans together to celebrate the franchise's 1982 and 1984 AFC Championship teams. "Twice, we brought boats right to the stadium and displayed them at the entrance to the newly renamed Sun Life Stadium, a first for the facility," Sanders says, adding that HMY's commercials also ran on the stadium's 3,000 video screens at every home game last fall. "It gave us tremendous name recognition in the Miami market at the same time we were about to open the Miami office."



According to Sanders, one of the secrets to HMY's success is its longevity; the company will celebrate its 31st anniversary this year. Another key factor is the quality of the new yacht lines it represents, which include Viking Yachts, Viking Sport Cruisers and Riviera Yachts, in addition to Tiara and Grand Banks. "We have higher end products with good customer demand, whether it's on the new boat side or the brokerage side," he says.

HMY started out as a brokerage firm (see sidebar) and has maintained its edge in that marketplace as well. "In terms of units, we sell more brokerage boats than new boats. In terms of revenue to the company, new boats are a vital bloodline for us," Sanders says. The two sides of the sales equation are intertwined, of course, as clients who buy new boats from the company frequently return to trade up and trade in their boats, which become brokerage offerings. This Tiara was displayed by HMY in a promotion outside the Miami Dolphins football stadium.

Thanks in part to its longtime relationship with Viking Yachts, which the company first began representing in 1992, HMY has developed a reputation as a sportfishing expert. Each year, at the end of May, it holds the annual Billfish Blast for its sportfish owner clients in conjunction with the Abaco Beach Resort at Boat Harbour in The Bahamas. This year will see the 11th Billfish Blast. "It's a serious release tournament," Sanders says, adding that the event is also very family-friendly. "Every evening offers a variety of family-oriented entertainment activities."

"It's hardcore fishing," agrees Joe Schwab, Viking Yachts vice-president of sales, "yet the first time you throw the line on the dock, it's a party."

But, as HMY Yacht Sales' owner Steve Moynihan puts it, "Fishing isn't all that we do."

"One of our company goals is to continue to move – not away from sportfishing – but into the cruising market," Sanders says. In addition to representing Viking Sport Cruisers, he points out "the Grand Banks and Tiara product lines really solidify [that]."

HMY began representing the Grand Banks cruising boat line in February 2010. Rob Livingston, Grand Banks



president and CEO, commented at the time that in addition to its dedicated and knowledgeable sales and service staff, “HMY also offers all the resources necessary to make the purchase or sale of our clients’ new and used yachts a positive experience.” The dealer used to host annual “HMY Great Escapes” to The Bahamas for motor yacht clients in the mid- to late 1990s. “We’re going to reignite that event,” Sanders says. “As we look at all the Tiara and Grand Banks owners, both of those groups are used to having owner events.” Details about HMY’s Bahamas summer cruise will be posted on the company’s website.

The megayacht category is another area of expansion for the company, at least on the brokerage side. Sanders, who was vice-president of sales for Allied Marine before joining HMY in 2004, brings a wealth of big boat experience to the table. He has also served as sales director for Bertram and Hatteras, as well as working with Christensen and Destiny Yachts.

“We just closed on a brokerage 108-foot Hargrave, and we look to do more and more of that,” he says, adding that HMY’s brokerage team also recently sold a 100-foot Benetti. “We’re in that market, and we intend to continue to grow in that market.”

While boats are their stock in trade, Sanders and Moynihan agree that HMY’s biggest asset is its people.

“We have a great, great team ... about 80 people between sales, support and service people,” Moynihan says. “The dedication of our team is really our culture.” “Their customer service is excellent,” Joe Schwab says, reporting that Viking is on very close terms with HMY. “We’ve had customers go back four or five times to HMY and have enjoyed our relationship over seventeen years. It’s not so much a manufacturer/dealer relationship as a partnership.”

When asked what HMY’s watchwords are, Moynihan and Sanders both use terms like “honesty” and “integrity”. “We feel like we are a very ethical company,” Sanders says, telling the story of a brokerage transaction that the company handled recently when the surveyor overlooked a serious problem on the vessel. “We did not have the obligation to repair it but we did, and it was for several thousand dollars,” he said. “We strive to do the right thing by the customer.”



Selling a Boat a Day

HMY Yacht Sales owner and co-founder Steve Moynihan got his start in the boat business in 1975 with one of the very first firms to sell multiple-listing services to yacht brokers – a novel concept

back in the days before computers. In 1977 and '78, he went to work for two different brokers, learning the trade until he was ready to hang out a shingle of his own.

It didn't take long. In 1979, Moynihan founded HMY Yacht Sales with partners "H" and "Y" – Art Holler and Ron Youngdahl. "We thought that we could add something to the industry," Moynihan says. "There was a new facility out at Marina Bay [in Fort Lauderdale] that was attractive to us. We wanted to be on the water, have a lot of product at the dock."

From the very beginning, operating out of a waterfront location where the yachts can be displayed in their natural element has been an essential part of the HMY game plan. Today, the company has seven locations, in Charleston, S.C., and Jacksonville, Stuart, Palm Beach Gardens, North Palm Beach, Fort Lauderdale/Dania and Miami, Fla. All of them are on the water; all have display docks. "As a dealer you really have to have that," Moynihan says.

It was not all smooth sailing for HMY in the beginning. "At that time – that was over 30 years ago – the challenge was getting past the old guard of the yacht brokerage business industry," Moynihan says. "They had an unwritten rule about people starting up companies and not being able to do business with them on a conventional basis until they had been in business for a year." He adds, "All that has since gone by the wayside."

For its first four years, HMY focused solely on the brokerage business. Then, in 1983, Moynihan seized the opportunity to take on a new-boat line: the well-known Post Marine sportfisherman series. "The Post dealer in Fort Lauderdale was retiring, and it was good quality, high-pedigreed product," he says.

By that time, Moynihan had a new partner, Doc Austin – a partnership that lasted until Austin's untimely death, two years ago. Together, the pair added more product lines and built HMY Yacht Sales to the point where – at least until the recent recession – the company literally was able to say it "sold a boat a day" – one for every day of the year. Today, despite the business climate, HMY is working hard to return to that high-water mark. – L.B.

Louisa Beckett has been involved with boating ever since her father, Kenneth Rudeen, sailing editor for Sports Illustrated, took her to her first America's Cup at age eleven. As former editor of Motor Boating and ShowBoats International magazines, she has covered the marine industry from PWCs to superyachts.

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[2010 HMY-Boat Harbour Billfish Blast](#)

April 5th, 2010



HMY Yacht Sales in cooperation with Abaco Beach Resort and Boat Harbour Marina proudly present the 11th annual Billfish Blast, May 31 – June 4, 2010.

Our tournament is ranked among the best, and we pride ourselves on producing an atmosphere that encourages both camaraderie and competition. The Blast provides a unique tournament experience by offering nightly dinner banquets, fantastic fishing, and extraordinary giveaways. From the moment fireworks light up the sky at the Kick-Off Dinner until the champion is presented with the Perpetual Trophy and the Grand Finale entertainment closes the ceremonies, teams delight in an entertaining week and friendly rivalry.

The Billfish Blast has gone back to basics, and we expect an increase in participation from previous years. “I have always followed a simple formula,” explains Tournament Director Laurie Bass. “Provide excellent service at a fabulous venue, and the Blast becomes a party for our pals where friends and family celebrate and compete. We’ve booked a special act this year for our Grand Finale – it’s someone many people idolized.”

Keep in mind we limit that the number of boats at the Blast in order to guarantee that each participant receives first-class treatment, so be sure to complete the registration packet soon. More information is available at www.hmy.com or www.billfishblast.com, and our [Facebook page](#) also allows fans to keep tabs the latest teams who will be competing so search for the HMY-Boat Harbour Billfish Blast and become a fan today.

Bring your friends and family to the Abaco Beach Resort at Boat Harbour for a true Blast this Memorial Day!

For more information contact Tournament Director Laurie Bass at 954-868-8022 or via e-mail at LaurieBass@hmy.com

To view the Entry Package and Rules [Click Here](#)

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[Tiara Yachts Introduces the New 4300 Open](#)

February 10th, 2010

Amidst an industry environment not particularly conducive to R&D and product introductions, Tiara Yachts announces the launch of the all-new 4300 Open. This new flagship for the company’s most representative product segment reflects traditional Tiara timeless style and fine craftsmanship in a serious deepwater fishing and/or cruising performer. This all-new model features mezzanine aft cockpit seating, fish or cruise hardtop options – each integrated to the windshield to maximize visibility, large sky light inviting ample natural light to the interior and an

all new interior design. This new model also continues the company's 'stealth' efforts in that the boat is among the quietest within its class – making it that much more comfortable for captain and crew. “The 4200 Open has long been one of the finest performing and selling models within our lineup. With the new 4300 Open we have included all of what our customers love about the 4200 into a larger package with state of the art technology and owner comforts”, notes Robert Slikkers, President. Christened within the Tiara Yachts convention center display during the Miami International Boat Show, the 4300 Open is ready for fishing, cruising, or both, and will arrive at a Tiara dealership soon. Tiara Yachts is headquartered in Holland, Michigan. Products include Open, Sovran and Convertible models with inboard power from 30 to 58 feet. Tiara Yachts and Pursuit Boats are subsidiaries of S2 Yachts, Inc., which was founded in 1974. S2 Yachts, Inc. is one of the oldest privately held boat manufacturers in the United States.

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[Miami Dolphins Partner with Sun Life](#)

February 3rd, 2010

HMY received a special invitation from our partners, the Miami Dolphins, to the announcement and naming ceremony of Sun Life Stadium on January 20th. Dolphins CEO, Mike Dee, and Sun Life Financial's U.S. President, Wes Thompson, welcomed special guests including senior management from the Boston based insurance company. Sun Life Financial has made the multiple year agreement with the Dolphins as a signature addition to their marketing efforts in the United States.

Guests enjoyed several videos, refreshments and a concert by Miami's own, K.C. and the Sunshine Band. An attempt was even made to try and get the band to change their name to “K.C. and the Sun Life Band!”

A few days prior to the naming ceremony, HMY invited the senior management staff of the new partnership to a reception held at our Dania beach office location. The festivities didn't end there...HMY followed the reception up with a sunset cruise aboard two of our new boats, one being our 75' Viking Sport Cruiser. After a long day of final negotiations and at the conclusion of the cruise, Mike Dee thanked us for hosting the event and remarked: “HMY's hosting of this event for our celebration and enjoyment exemplifies the difference between a partnership and a relationship.”

To view photos from the event, [Click Here](#)

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[Jupiter Billfish Tournament – Cowpoke Takes 1st Place](#)

January 21st, 2010



JBT Post-Event Press Release

On January 13-15, 2010 Grand Slam Tackle and Marine Center hosted the 4th Annual Jupiter Billfish Tournament at the Square Grouper Tiki Bar in Jupiter FL. The Jupiter Billfish Tournament is a catch-release sailfish tournament. Forty-two boats entered the tournament and were able to fish out of the Jupiter inlet, Palm Beach inlet and the newly added St. Lucie inlet. There were two grand prize categories, Grand Prize Live Bait and Grand Prize Dead Bait along with six other Calcutta categories available for the anglers to enter.

This year forty-two boats completed our tournament! It was an exciting two days of fishing on the line; the first day from the moment lines hit the water the bite was ON! The radio room was buzzing with constant calls most double and triple headers! After fighting for two solid days of fishing the team on the Cowpoke moved ahead by one fish! Cowpoke walked away the Grand Prize Dead Bait winner as well as the winner of all six of the Calcutta categories. Cowpoke fished out of Pirates Cove Resort and Marina and has now added a little "luck" to our newly added inlet. An overall total of 364 sailfish were caught, 231 fish on day one and 133 fish on day two it was a tremendous two days of fishing!

We would like to extend a sincere thank you to all of our presenting sponsors; HMY Yacht Sales, Pirate's Cove Resort and Marina and Henley's Custom Marine, our volunteers and participants as we could not have done this without you! A big thank you to Castaways Marina and the Square Grouper Tiki Bar for helping us host this exciting event. Be sure to mark your calendars for the next Grand Slam tournament, the KDW tournament on May 14-15, 2010 located at Carlin Park in Jupiter, FL.

Also be sure to keep an eye out for local community events hosted by Grand Slam, and please visit our new marine center located at the Jupiter Store at 261 North Alt. A1A Jupiter, FL 33477.

Final Results:

1st Place – Cowpoke

2nd Place – Hotty Toddy

3rd Place – Sea Check

To View All Final Results – [Click Here](#)

To view a slideshow [Click Here](#)

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[A New Viking is About to be Born](#)

January 20th, 2010



Slated for its launch in late summer 2010, the new Viking 70 Convertible is set to join the most highly regarded and often imitated blue water fleet. From the spacious 208 square-foot cockpit to its elegant four-stateroom, four-head interior, the new Viking 70 Convertible represents Viking's commitment to never rest on their laurels, but to focus on their 45-year philosophy to build a better boat everyday. The new 70 C shares the refined running surface of our most recent models with a convex deadrise shape and sharpened waterline sections. With a choice of MTU, MAN and Caterpillar power, standard 2,000 gallon fuel capacity, and Viking's exclusive VIPER programmable independent hydraulic rudder steering system, also found aboard the Viking 82 and 76 convertibles, the new 70 C will amaze you with its performance and handling.

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[Buccaneer Cup Sailfish Release Tournament to benefit the RFA!](#)

January 4th, 2010

A MESSAGE FROM HMY:

Fish the Buccaneer Cup Sailfish Release Tournament to benefit the RFA!

HMY Yacht Sales is a longtime sponsor of the Buccaneer Cup because the tournament raises funds for the Recreational Fishing Alliance.

The Recreational Fishing Alliance is a political action group for saltwater anglers with a 14 year track record of accomplishments that have benefited marine conservation. It is the only national organization that is actively fighting to protect our right to fish! HMY encourages your participation if you are in the Central or South Florida area this January.

The Buccaneer Cup is steeped in sport fishing history and has been a leader in billfish conservation for 47 years and was one of the first billfish tournaments to go to an all release format. It is part of the Palm Beach Double Shot, which consists of two billfish tournaments run concurrently from Sailfish Marina in WPB and Castaways Marine in Jupiter.

The other half of the Double Shot is the Florida Fish for Life Billfish Tournament, a charity event that raises funds for leading cancer research and treatment institutions. You can enter just the Buccaneer Cup or both tournaments, each with trophies and Calcutta prizes.

The events kick off with a captain's meeting and party at the Buccaneer Restaurant on Singer Island on January 20th and ends with a gala awards banquet at the Sailfish Club in Palm Beach on January 23th! HMY staff will be on hand at the captain's meeting.

Help the RFA fight to protect your right to fish! For more information and to enter go to www.buccaneercup.com or call tournament director, Gary Caputi, at 732-899-9988.

Entry forms are available at most HMY locations.

Regards,

*Steve Moynihan
HMY Yacht Sales*

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[PIRATES COVE SAILFISH CLASSIC](#)

December 18th, 2009



Stuart, FL (December 14, 2009) – The 21st annual Pirate's Cove Sailfish Classic kicked off on December 3 at Pirate's Cove Resort and Marina in Stuart, Florida. 25 teams competed during three days of fishing and released a total of 181 sailfish.

Final results are as follows:

*1st place overall – Bandolero, 73' F&S, Captain Hans Kraaz, 25 releases
2nd place overall – Boneshaker, 54' Willis, Captain Scott Fawcett, 16 releases
3rd place overall – Ohana, 66' Spencer, Captain Eddie Wheeler, 13 releases*

*Top Male Angler – Kevin Paul, Bandolero, 9 releases
Top Female Angler – Dawn Samuels, Princess Lily, 2 releases*

The Grant Stokes Memorial Sportsmanship Award was presented to Sharon and Alan Sadler on Intents. The Sadler family was presented with a gift basket donated by Hard Rock Hotel and Casino in Hollywood, Florida.

Tournament Director Laurie Bass stated, "We were thrilled with both the turnout and the overall results. The hard work of the staff at Pirate's Cove Resort and Marina as well as the efforts of the tournament volunteers helped make the Sailfish Classic a success for all the teams, guests, and sponsors."

The dates for next year's Pirate's Cove Sailfish Classic are December 2 – December 5, 2010. For more information, please visit www.piratescovesailfishclassic.com.

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[Viking 76 Enclosed Bridge to Premiere](#)

December 18th, 2009



The new Viking 76 Enclosed Bridge Convertible will premiere at the 14th Annual Viking VIP Miami Boat Show Preview at the Viking Yacht Service Center in Riviera Beach, Florida, January 29-30, 2010. This new model is a sister ship to the Viking 76 Convertible, which premiered at the Ft. Lauderdale Boat Show this fall. The Enclosed Bridge will feature a similar interior and cockpit, but provide the distinct luxury of a climate-controlled helm area and a posh sitting and entertaining area abaft the command center. A teak staircase provides access to the enclosed bridge from the salon in addition to exterior access from the mezzanine. Standard accommodations include five staterooms and four heads, plus a day head. Based on multiple sea trials of the open bridge 76 Convertible, the 76 EB will cruise effortlessly in the mid 30 knot range and top out at speeds approaching 40 knots with its twin MTU 2400 MHP engines.

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New Yachts

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[*Tiara Yachts*](#)

[*Riviera Yachts*](#)

[*Grand Banks Yachts*](#)

Brokerage Yachts

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[*50' - 59'*](#)

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