



# August 2009



Top 20 - 4 years running  
Recipient of Best In Class  
#1 in North America for  
3-4 Location Dealers!

The water is finally getting warm enough for this old guy to take the plunge! If we are truly having global warming it seems to have missed the Midwest, just as the recession is not quite as bad in Okoboji, as in many other places across our great land. We are experiencing our 2nd best year, with only 2008 exceeding '09. Every department except boat sales has seen an increase this year. But the year is not over and we have some "wobble room" on many new and used boats. We need good trades and would encourage your next purchase to be in calendar year 2009. The California emissions regulations will apply to all states in 2010. It could add \$3000 or more extra cost to each boat with no improvement in performance or economy. I compare 2009 to a year when the sales tax is about to go up. Sales ahead of the deadline are always brisk. I remember in the 80s when sales tax in Iowa went from 3% to 4%. It, of course, was only a temporary tax increase for emergency reasons. I'm still waiting for the emergency to end! Anyway ladies, our boats are on sale! And you know what a sale is!

Thanks to all the "Crownies" who attended this year's Rendezvous. It was a HUGE event and Crownline owners sure know how to party. We all had a great time and this year's Poker Run raised nearly \$2 thousand for the Humane Society of Northwest Iowa. It's a great cause and they were sooooo appreciative! Even better, the Pet and Play Saturday morning adopted out three puppies and two kittens. Thank you Crownies!

Last year in '08 we finished up a new 30,000 sq ft. rack storage building that will hold boats 30ft to 50ft. We can use our large forklifts to handle those big boats and would have a few extra spaces for winter storage. Our rates are competitive and our service and detail work is the best in the lakes.

Our August entertainment schedule looks exciting, we try to provide for the whole family and have something for everyone. Our BareFEAT kitchen has a great selection of healthy food at a fair price and all items include sales tax. That's a 7% savings! Hang out, eat, drink, and relax. Phil's got some 12-15lb turkeys and if you call a couple days in advance, we'll smoke one up and you and the whole family can pick it clean - Thanksgiving in August!

Sometimes people ask me why I will never give up on my quest to have Okoboji Boats, O'Farrell Sisters, and everything in between become the Marina District. My answer to them has evolved over the last 9 years and having accomplished all we have with the Parks Marina, Barefoot destination. My answer now will be, "In the end it isn't important whether you ever 'arrive' at your destination. What matters most is that you had a purpose, a personal code of conduct, and a beautiful dream. I'm betting on our team!" Please keep supporting our efforts, our day will come.

Last year's headlines in Dickinson County News:  
"Okoboji, Milford-Spirit Lake Debate Team Wins at State"  
"Spirit Lake-Okoboji, Milford Combined Jazz Band Win Awards"

There's something special about being first or the best at something. Just think if we combined more than just athletics and musical talent. How about combining Spirit Lake, Milford, Okoboji, Arnolds Park, West Okoboji, Orleans, Wahpeton, and some prime Dickinson County land into ONE city? Think of all the possibilities. We would all win and be wealthy in so many ways: culturally, tourism, manufacturing, business, schools, police, and fire and rescue. Seven good towns into one great city, the tax dollar savings alone would be unbelievable! How about "The greatest Little City in Iowa!" Herman should be the first mayor! Let's dream up a name for our new city! E-mail us with any and all ideas: butch@parksmarina.com.

Life is pretty dry without a boat!

[www.parksmarina.com](http://www.parksmarina.com)



The Poker Run



The Frozen T-Shirt Contest



Pet and Play

## COBALT BOATS

### Beyond a Lifetime

Here is a fit and finish that will command admiring attention after twenty years of carefree cruising. The Cobalt interior has become a recognizable classic because of evolutionary good taste and good sense all around. And the Cobalt warranty, a model for all in the industry, are a set of guarantees that read just like the promise of an old and trusted friend.

### Compromise Nothing



New 296

Innovative Pillowback Seating  
ONLY Cobalt could come up with this design!



New 23WSS

It's About Time!  
Super Hot, Luxury Sports Car on water!



262 Bowrider

We think it's the best designed  
boat ever built!