

This is our annual Holiday Newsletter. Have a great family: Thanksgiving, Merry Christmas, Happy New Year and an exciting Winter Games. At Parks Marina, it's time for us to slow down a bit and enjoy the harvest. We had another record year with our Sioux Falls location leading the way. Scott Pedersen and his team enjoyed a 72% increase in sales over 2010. Way to go! It looks to me, like this recession is over and the Dakotas are leading us to prosperity again. I believe we have 20 great years in store.

Parks Marina in Okoboji and Sioux Falls will be closed 10 days at Thanksgiving and 3 weeks at Christmas. Okoboji Boat Works will be open most of that time with ice fishing, snowmobile rentals and ice skating. Our "In-Convenience Store" is loaded with new merchandise and will help make the winter fun at Okoboji even better. Our 24 hour gas dock stays open so you can fill up your snowmobiles without leaving the ice.

Our winter projects include a new excursion boat, new attractions at the Barefoot and of course, all of the exciting things in the works for the 11 acres at Parks Marina. It will be a slow project as we want it to evolve with all of your best ideas. Call or email us with any and all of them!

Don't miss the 32nd annual University of Okoboji Winter Games slated as always, for the last weekend in January. It has grown immensely the last few years. There will be lots to do both at Parks Marina and at OBW on top of all the games being held on the ice directly in front of the Boat Works on Smith's Bay. I love this weekend, it's our version of grumpy old men. Okoboji Boat Works will again supply the bathrooms and about 600 rolls of toilet paper. If you forget your goofy winter hat, no worries, we've already got a big selection to pick from, we can get you outfitted! AND the Barefoot Bar will be open for the snowmobile radar run and drag races. Ice? Snow? No Problem!

The selection and colors of the new Cobalts, Crownlines, South Bays, Scouts, and Grady Whites are exciting! At our *Boat Show on Ice* during this years Winter Games, we will debut all the new models from each company. We will have special boat show financing, so make sure you come check out our wide selection of boats. By the time Winter Games rolls around, boating season will only be about 60 days away. I can't stress enough how beneficial it is to lock in now your boat purchase for spring. Best pricing, best selection, guaranteed delivery for spring...there's more and we are the pros. We can make it easy and the most highly anticipated spring of your life!

I am extremely proud of my team at Parks Marina, Okoboji and Sioux Falls and Okoboji Boat Works. Their hard work has earned our three locations our highest placement ever on Boating Industry Magazines Top 100 list. We are now your #6 Dealer in all of North America and #1 in our territory, Iowa, South Dakota, Minnesota and Nebraska. Congratulations to our team and thank you, for catapulting us up this elite list. We won't rest until we are #1 in North America!

Thank you to all who voted for me for Mayor of Okoboji. We came up only 8 votes short! WE ran a clean campaign and I think we raised some issues that needed to be addressed. Hopefully we sent a message that many residents of Okoboji would like to see some change. It's only 2 years until another election and, as Arnold Schwarzenegger said, "I'll be back!"

Recently we lost a good friend and long time customer, Mickey Landen, from Omaha and Echo Bay. He was always a mentor to me and I will treasure forever, the times we spent together. I will miss you Mickey.

Merry Christmas to you and yours! Thank you for the best 2011 we could've asked for. We cannot wait to show you what 2012 has in store!

Butch and the Crew

Parks Marina in Okoboji and
Sioux Falls Will be Closed
December 18th - Jan. 9th

WINTER STORE HOURS:

Parks Marina, Okoboji

Tues-Fri 8-5p Sat 9-3p

Closed Sun & Mon

712.332.7303

sales@parksmarina.com

Parks Marina, Sioux Falls

Tues-Fri 8:30-5p Sa 9-1p

Closed Sun & Mon

605-335-6766

siouxfalls@parksmarina.com

Okoboji Boat Works

Open through the Holidays!

712-332-9904

okobojiboatworks@parksmarina.com

www.parksmarina.com

P.S. Congratulations to our Spirit Lake Football Team!