



July 2010



Top 20 - 5 years running
Recipient of Best In Class
#1 in North America for
3-4 Location Dealers!

Business is booming at Parks Marina in Okoboji and Sioux Falls. We are tracking ahead of every other year and our selection of Cobalt, Crownline and Southbay Pontoons is still good with only a few colors missing. Remember, these boats are without the catalytic converters, which is a \$2500 to \$6000 tax savings on every engine. This IS the year to get your new boat! Our selection of used boats is good, although we will pay up for good trade-ins. If you're still undecided on a boat purchase, I encourage you to rent a boat or Southbay pontoon from Okoboji Boat Works. If you rent now, then buy, we will reimburse you for your rental!

The Okoboji Boat Works marina has never looked better and our crew is smiling and ready to take care of your needs. If you've got a live aboard boat and need a place to stay for the night, weekend, week...give them a call. (712) 332-9904 okobojiboatworks@parksmarina.com We are the only marina on West Lake to provide transient slip services and the accommodations couldn't be nicer! Sand beach, wireless internet, showers, laundromat, grills, ship store, restaurant onsite, plus breakfast at the Famous O'Farrell's Restaurant just a short walk up the beach. I'm so proud of how the property has evolved and if we could just wade through the "politics" we'll add that private Cobalt Club restaurant! Just picture yourself enjoying fine wine and the view from the roof at Okoboji Boat Works.

Now's the time to book that private cruise you've been thinking about on one of our excursion boats at Okoboji Boat Works. The fleet has grown this year with the addition of the Diamond Lady. She is a 58' Blue Water Yacht that came to us from Lake Geneva in Wisconsin. This yacht is first class all the way and can accommodate you and 60 or more of your friends. All in all, we can cruise 1-130 passengers with our fleet at the Boat Works Marina!

Take a look at the July calendar, it's full of exciting things to do every day. There's no excuse not to visit the Marina District when you're at the lake! The Full Moon Party July 26th will have us dressed up 80's style. I'm digging out my 1980's Wellcraft boat salesman outfit so get your old 80's clothes and join us for a great show from the Journey Tribute Band. Phamous Phil will be doing a seafood boil which will include good old Iowa sweetcorn.

July will end with our Cobalt owners "Boats and Baubles" party where we will be unveiling a new series of Cobalts. It's another one of the great things Cobalt does for our industry. They operate a lot like our company, encouraging all ideas. Cobalt has one of the best research and development departments in the industry. Even after all these years of selling boats, I can hardly control myself thinking about watching your faces as we pull the veil off this new boat. Our Cobalt owners will be the first to see it at this exclusive event. We are thrilled to have Spirit Lake Silver and Gold join us for the "Baubles" part of the event. They will be showcasing their best in diamonds and jewels. They too are the best in their industry, so what a night it will be! We will provide valet boat and car parking, so if you are a Parks Marina Cobalt customer, look for your invitation to come in the mail soon.

Here's an idea for the future of Okoboji and the Iowa Great Lakes. Most of us make our living because of tourism. What if wherever you were in the lakes area, we provided big trash receptacles with smiley faces on them welcoming you and showing you we want and need to keep our lakes, water and land extra clean? Wouldn't it be nice if we could have trash cans everywhere, State Parks included? Just like Disneyland, Walt knew just how many steps his customers would carry trash before dropping it.

When you and yours are watching the fireworks this 4th of July, think about and pray for our young generation of soldiers abroad who can't be in a boat to celebrate with family and friends. They and their families are making the ultimate sacrifice for our freedom. Some may never come home. If you are reading this letter, I want you to know how deeply grateful we are to you.

P.S. I want to tell you how proud I am of our staff this year. They are performing at a very high level and are exceeding my expectations every day. After 27 years of doing this summer job, I still have fun coming to work with our team of pros! Thanks to everyone on Team Parks Marina!



"Bras for the Cause" auction held at the Barefoot Bar raised over \$5000 for Relay for Life!



Crownline Rendezvous 2010 featured "Pet and Play Time" and raised \$1300 for the NW Iowa Humane Society through our annual Poker Run. See all the events photos on our website or facebook page!

www.parksmarina.com