

PARKS MARINA INC

Okoboji, IA and Sioux Falls, SD



OCTOBER 2010

What a wonderful year we have had at Parks Marina Okoboji and Sioux Falls, The Barefoot Bar, Okoboji Boat Works, and O'Farrell Sisters. It is our best year ever in 27 years. I am so proud of everyone who works at our businesses. With their hard work and dedication, we have achieved goals we could only dream of. We are the #1 Crownline dealer in the world two years in a row, and with Cobalt we moved from the #5 to the #2 dealer in the world. Both of these accomplishments are especially exceptional when you compare our population and size of our lakes to markets like Chicago, St. Louis, New York, Florida, Texas, California, Europe, Canada, and even the whole continent of Australia. We are blessed with a customer base that is the envy of the world. Thank you to every one of you! We will continue to try to WOW you each time you're here. With the volumes we have achieved we can offer you even better values in the future. We try our best to hold the line on inflation and improve our efficiencies each year. We want boating and Okoboji to be your #1 family sport.

September 21, 2010 at 11:48pm Debbie and I welcomed our son, Rudy Arnold Parks, into our world. He weighed 7lbs 12oz and has lots of hair. Debbie and I are so proud and excited for the future. I think he is very handsome and smart. We think with a name like Rudy, maybe he should go to Notre Dame and play football or maybe he should just be President. Whatever he wants to be, we will be there cheering him on. We love him so much. It reminds me of my first children, Stephanie, Jennifer and Brady. I am proud of them too! I have the most fun with kids at 2-3 years of age, so I can't wait!



Speaking of children, do you know it takes about the same time to order a Cobalt as it does to have a baby? Cobalt, the best in the world, only builds 1,000 to 1,500 boats a year. They have 90-100 dealers and you can do the math. We order as many as we can and hope we choose the correct models, colors and engines. If you are thinking about a new Cobalt, order it now and it will be built especially for you! We have reserved a limited number of spots for "your boat". Owning a Cobalt is something special, like having a baby. They're all beautiful. You appreciate and remember your Cobalt like a good movie, a fine home, or a great athlete. It raises your standards in life and you will take good care of your (baby) boat. Cobalts also age beautifully and it is hard to tell how old they really are. Life can be so good, and a new or used Cobalt should be in your short term goals. You've earned it, now we'll help you make it happen. We want to be Cobalt's #1 dealer in 2011, so please help us do it.

P.S. We have sooo many new and exciting additions to Parks Marina, OBW, and The Marina District for 2011. I can't wait to share them with you all. Stay tuned to our website and future newsletters.



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