

Look for more about it in the maritime press and, of course, in Lockwood's *Soundings*. As you would hopefully expect, Lockwood plans to be among the first dealers certified as having "the right stuff" in this new program. It's important to us to be in the lead position (and important to you, too). Part of the value to a marine dealer will be a major boating promotional campaign similar to the RV industry's *Go RVing* effort. Boating certainly has more to offer than truck mounted houses.

The marshes are the golden color that gives the Golden Isles their name. Jerry reports that trout fishing is picking up with lots of good catches being bragged about – too many to be the usual puffery. They are really there.

Offshore bottom fishing also is picking up with some reports of snapper and grouper being caught at Grays Reef. The King Fish action was red hot during November and should be slowing a little in December.

- *The Pythagorean theorem contains 24 words*
- *The Lord's prayer: 66 words*
- *The 10 commandments: 179 words*

- *The Gettysburg address: 286 words*
- *The Declaration of Independence: 1300 words*
- *The US Government regulations on the sale of cabbage: 26,911 words*

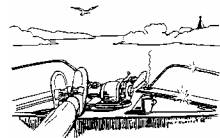
I'm up to **1828** so far, according to my word count function. I'd better quit now, so I'm don't come in last.

May there always be work for your hands to do;  
 May your purse always hold a coin or two;  
 May the sun always shine on your windowpane;  
 May a rainbow be certain to follow each rain;  
 May the hand of a friend always be near you;  
 May your heart always fill with gladness to cheer you.

*A Scottish Friendship Wish*

See you on the water.

*John Underwood*



Lockwood is engaged in all aspects of the boating field for the benefit of its customers, its employees and its industry.



## SOUNDINGS ...

From **LOCKWOOD MARINE**  
 Route 2, Box 2277  
 Shellman Bluff  
 Townsend, GA 31331



### IMPORTANT:

If you want to add a friend - or have yourself removed from our mailing list, call 1-800-365-1504, and tell the operator ---- **THANKS!**

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*Soundings is published sort of monthly or when the spirit moves us. Its considered purpose is to issue resounding calls to arms, trumpet ringing praises, declaim bitter denunciations, project pregnant persiflage, and generally entertain the writer. This may require bizarre combination of all the above, as the occasion demands*

### GREETINGS FROM DOWNTOWN SHELLMAN BLUFF!

It's been a while since we have had a chance to catch up, so let me tell you what's new at Lockwood.

**1. Lockwood again received a Customer Satisfaction Index (CSI) award from Grady-White.** The required score for the award was 92.5 percent. Lockwood racked up 98.2. Not only do they make great boats, the Grady folks are always on the move trying to do things for owners and dealers a little better than everyone else.



**Grady-White 265**

**2. We reached an amiable, if sad, parting of the ways with Boston Whaler.** As many of you know, Whaler is owned by SeaRay Boats. Three years ago, Whaler was told to appoint part of a SeaRay dealer chain to part of our territory, with Lockwood retaining only the territory from our Dealership southward.

Our Whaler sales fell from about 30 boats a year to 13. After two years of earnestly but unsuccessfully trying to build back up, we suggested that only one dealer in the territory made more sense, and they agreed. Their corporate commitments are such that we knew we would not be that dealer. They asked us, and we agreed to continue to handle warranty repair for them, and we went in search of a replacement boat line.

# Soundings

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**3. Looking for a new boat line is like shopping for your own Christmas present.** There's a lot of good stuff out there. **We chose Regulator Boats** of Edenton, NC. They make a really rugged offshore fisherman's dream boat 21 – 32 feet. The deadrise angle ("V" at the transom) is very deep – 22-24 degrees. The construction is so rugged that it would look commercial if the glass work wasn't so perfect.



They ride across rough water like a luxury sedan. Only about 300 boats are built a year, and a recent press release says they just made their 1000<sup>th</sup> 26 footer – their most popular model. It would be worth it if you want the meanest offshore machine around. Joan and Owen Maxwell, the owners, are about as fine a folks as you will ever do business with. You can click on their web site from

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

When we toured the plant, our visit coincided with that of Hurricane Alex. As we left, Owen and Joan headed out to test a new power steering setup with the Teleflex people. We were offered a ride as if challenging seas like that was nothing unusual.

**4. Boat shows will be a big thing for Lockwood this winter.**

- Look for us along with Grady-White at the **Atlanta Show**, January 12-16
- The **Savannah International Boat Show** at the Convention Center on Hutchinson Island March 4-6 with Grady-White, Scout, Regulator and Carolina Skiff
- The **Savannah Boat Show** outdoors at the National Guard Armory March 11-13 again with everything

*Some cause happiness wherever they go; others whenever they go. Oscar Wilde*

I hope we at Lockwood are in the first group!

5. As usual, **Ken has some shop time that is not being used coming up in the winter.** We've about finished fixing tractors, tools, fork lifts, etc., so he is offering a **15% discount on labor between now and the end of January.**

With major holidays between now and then, plus vacations, there's not all that much time to grab. Our labor is really special right now, because a couple of very talented guys have returned to the Lockwood team, senior technicians **Mark Poole and Kent Rewis.**

Adding these folks to senior techs **Donnie Bailey and Larry Wilson**, along with our junior techs -- all under the watchful eye of service manager **Ken Doran** allows us to be the best we've ever been. This seasonal bargain covers both mechanical and fiberglass work.

*The QE2 cruise liner moves only 6 inches on a gallon of fuel, so stop griping about your pickup truck*

6. **Lockwood is also looking at adding another niche line along with Regulator.** I can't tell you just what, because we aren't sure yet. Check in when you are in the area for breaking news. It should be something outside the scope of our present lines yet imminently suited for our coastal environment, if we do it.

If that wasn't enough to be excited about, I got another letter from Cousin Bubba that I suspect I should share. Here it is:



## BUBBA'S CHAINSAW AND MOTORYACHT REPAIR

Dear Cousin John:

Winter is comin' on strong and lots of things are gettin' chilly.

Speaking of that, Darlene just came in with the latest news from the church. Our new preacher went way out to old Deacon Leroy's house to preach his funeral last week. He was pretty late on account of gettin lost twice.

The workmen were eating lunch on the backhoe when he finally made it, and he found the lid was already in place on the burial vault in the hole. Good man that he is, he broke out a really passionate sermon lasting at least 30 minutes; then left, feeling a renewed sense of purpose and dedication. The crew was obviously impressed, though everyone else was already gone.

Darlene said that George told her later, "I've been puttin in septic tanks for over 20 years, and I ain't never seen anything like that before."

The reason Darlene is kind of chilly these days is a parenting problem I messed up. Bubba Junior asked her the other day why her sister Marlene wore a white dress at her wedding. Darlene apparently told him that it was to show the town that she was pure. Knowing Marlene, Junior wasn't sure he was getting it straight, so he asked me, and Darlene was out of sight listening. I told him as truthfully as I know how, "Son, all household appliances come in white."

Governator Schwarzenegger ain't got nothing on me, 'cause that was three weeks ago and the chill is still on.

I hope I can get over soon to see that new Regulator 26 you are rigging on their demo program. I want to go riding fast on a really bad day -- which is most of them until Darlene eases off.

Your not much lovin' Cousin,

*Bubba*

Jerry and I had lunch at the **Sapelo Hammock Golf Course Clubhouse** the other day. It was so good I brought Bunny back with me the next day. The Cooper's Point folks are in charge now, and they are doing a great job. They do

**Lunch 10-3 Monday through Saturday**  
**Dinner 6-10 Wednesday through Saturday**  
**Brunch 10-3 on Sunday**

Phone is 912-832-4500 for reservations, though they aren't usually necessary, yet!

*2004 has been an extraordinarily good year for Lockwood. It's the first time we have exceeded \$4,000,000 in sales, and we are passing it going away. Please accept our heartfelt thanks for the trust you have placed in us. We will sincerely try to never let you down.*

As year end arrives, and new models come trucking in, there are always a few boats we need to move along to new homes. Our year end books look better if they live at your house. If one looks like it fits your plans, call Alex, Danny or Jerry. You'll find that the prices are splendid, and Lockwood service will be superb as always.

Come and get 'em. In the unlikely event it turns out to be too cold to fish, its always warm at Lockwood -- especially the welcome.

## SCOUT BOATS:



**160 Sportfish**  
 Powered by a Yamaha 60  
 and available with a Magic Tilt Aluminum Trailer



**220 Bay Scout**  
 Powered by a Yamaha 150 4 stroke and available with a Magic Tilt Aluminum Trailer

## GRADY-WHITE:



**208 Adventure**  
 Powered by a Yamaha 225 4 stroke and available with a Magic Tilt Aluminum Trailer

**NOTE: OUR AGREEMENTS WITH SCOUT AND GRADY WON'T LET US PUT OUR LOW PRICES IN THIS NEWSLETTER BECAUSE OF ITS WIDE DISTRIBUTION. CALL, PLEASE! IT WILL BE WORTH YOUR TIME. 800-365-1504**

**Carolina Skiffs**  
 at *extremely* low prices:



**V1965** with factory rigging including livewell, trailer and **75 Honda** reduced to **\$12,995**

**V1765** factory rig with livewell, trailer and **50 Honda** reduced to **\$10,995**

**V1965's** factory rigging with either a 90 Mercury or Yamaha 2 strokes -- 3 super bargains available at **\$10,995** with trailers

We may be sorry that we cut some prices to move boats during the "off" season, especially as there isn't much off season on the Sapelo. However, we have a huge inventory of Gradys and even more Scouts are enroute. Hopefully, we will pick up some good will and new friends. You can never have enough of those.

There are only a handful of dealerships in the entire country that offer as many choices among the top brands of outboard fishing boat as Lockwood Marine. In Georgia, we are the unquestioned source for real choice among salt water boating's best.

When that is coupled with an exceedingly fine service shop, the combination needs to be in your boat shopping plans.

The boating industry is trying hard to make the boat owner its full fledged and committed partner. A manufacturer -- dealer task force, headed by my friend Larry Russo of Russo Marine in Boston is working on a boat buyers' Bill of Rights. Preliminary drafts cover all areas of contact between the boat owner and his dealer and manufacturer partners.