

FALL/WINTER '09

FORMULA



ACTION



FORMULA *Introduces*

the All-New

290
Sun Sport

@ FROM: Roland Rozumek (34 PC owner)

@ TO: Consumer Relations/Follow up

This is my third Formula in the past 22 years, and I would not purchase any other brand. I am personally responsible for eight other friends of mine in my yacht club buying Formulas—great boat!

@ FROM: Rich and Lori Gowell (382 FAS^{TECH}® owners)

@ TO: Consumer Relations/Follow up

Third Formula and still very happy. Owners of a 242 SS, 312 and 382.

@ FROM: Scott and Cathy MacFarlane (45 Yacht owners)

@ TO: Technical Assistance Group

This is my third Formula—1989 29 PC, 2004 34 PC and now the 45 Yacht. I think that the 45 Yacht is one of the best boats that I've driven—love the IPS. There is no better-quality boat than Formula. I came out to the factory when my 34 PC was being built and never have considered any other brand.

All the best to the Porter family and Chuck Miller, who is always there for the customers.

@ FROM: Bob Verdun (45 Yacht owner)

@ TO: Sun Sport Marine

I just wanted to drop you a note to thank you again for the great service we got from you guys this year. Lisa and I were talking last night about the great times we had on the boat this year. The boat is everything we could ever want. We were trying to remember our "best day" on the boat and quickly decided that there were too many to choose from.

@ FROM: Steve Vande Linde (233 C owner)

@ TO: Consumer Relations/Follow up

I bought this boat new in 1976 and have enjoyed it on lakes and coastal waters since that time. It has held up beautifully, and I would never part with it. This boat is a testament to the quality of a Formula—it does not cost, it pays!

@ FROM: Scott and Pamela Pingel (206 Spider owners)

@ TO: Consumer Relations/Follow up

For the vintage of the craft, a very well built boat. Great creature comforts for a current model boat and outstanding compared to other boats of that era!

@ FROM: Ivan Hooley (260 BR owner)

@ TO: WebMaster

Thank you. I love my Formula, and enjoy looking at the new models. My 260 BR is a great boat!

@ FROM: Anthony Ayers

@ TO: Customer Support/Website

I have been looking at your new website for obvious reasons (I love those boats) and just wanted to say that I think the website this year is the best I have ever seen you display. It only runs second because of those great looking boats.

@ FROM: Gary and Rose Staley (37 PC owners)

@ TO: Marketing Department

I want to thank you again for the wonderful time Rose and I had (at the plant). We really appreciate your hard work and dedication to make the pizza party happen (See story on page 8).

The banner was perfect—the names on the TVs in the cafeteria were just unbelievable. I wish the day had not ended. Rose and I both talked about the event all the way home—commenting on how nice everyone was.

Thanks again, and anything the forum can do to help you, please don't hesitate to ask.

On Course

By: Scott Porter



Thank you Formula Owners

Greetings, Formula boaters! I trust this issue of the *Formula Action* finds you wrapping up an awesome summer of boating! If the numerous and fun-filled emails and letters we've received over the past few months are any indication, it definitely sounds like you've been creating some wonderful memories with family and friends on your Formula. Keep sending your stories! We love to hear how Formula owners use their boats, and your stories feed our souls here at the Formula factory over the long winter months.

News and updates from Formula boaters are great testaments to their character — they are truly great people. Nothing highlights this more than the story on page 7 which recaps the heartfelt generosity extended to our Formula Team of employees by the Formula Boats Owners Forum. When the Forum learned we had to lay off some of our employees due to the recession, they came on site to cheer our skilled team with a pizza party and kind words of thanks and appreciation. They also purchased gift cards from our local grocery store to be distributed to our laid-off team members. From the bottom of our hearts here at Formula, we say thank you to the Forum for their awesome show of kindness and generosity. Our spirits were truly lifted.

Also highlighted in this *Formula Action* is our new Sun Sport which debuted at the Miami show last February. This great boat has been featured in several major marine publications. See page 3 for some of the exciting news, and look for it at the fall and winter boat shows coming in your area. Its sister, the 290 Bowrider, will debut this winter and will be at a limited number of boat shows. You can locate shows on www.formulaboats.com. Boat shows are a great way to recharge my batteries by just being around Formula boats and, more importantly, Formula boaters. I hope to see you there!

As I close, let me extend my sincere thanks to all Formula enthusiasts for your loyalty to Formula. These trying economic times have given many of us cause to pause and re-evaluate our priorities and commitments. My wife, Shelley, and I have personally traveled less this past year and spent more time at home with our families. As a result, we have been blessed to be present for three weddings and the births of two babies. Perhaps you, too, have pondered how best to spend your dollars and time, and if so, I hope that time spent on your Formula with your family and friends continues to provide a priceless return on your investment.

Have a great fall and winter!

UPCOMING FORMULA BOAT SHOWS!

Formula has an exciting upcoming boat show season. Take time today to check out these upcoming boat shows:

US Powerboat Show – October 15 - 19, 2009, Annapolis, MD

Fort Lauderdale International Boat Show – October 29 - Nov. 2, 2009, Fort Lauderdale, FL

Chicago Boat, RV & Outdoor Show – January 13 - 17, 2010, Chicago, IL

New York Boat Show – January 20 - 24, 2010, New York, NY

St. Louis Boat Show – February 10 - 12, 2010, St. Louis, MO

Miami International Boat Show & Strictly Sail – February 11 - 15, 2010, Miami, FL

The 38th Annual Reno Boat, Sport and RV Show – March 12 - 14, 2010, Reno, NV

Make plans to attend a Formula boat show today! To find out the most current information on shows and events, visit www.formulaboats.com.

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ON THE COVER: THE FORMULA 290 SUN SPORT

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Issue: 2009-2

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What's New^{at} FORMULA

**NEW, UPSCALED LOOK
FOR 45 YACHT CABIN**

FORMULA 45 Yacht



HIGH-GLOSS ASH-FINISH UPPER CABINETS, HIGH-GLOSS DEEP ZEBRANO-FINISH LOWER CABINETS, NIGHT SKY CORIAN®, BUCKSKIN ULTRALEATHER® AND ASH-FINISH FLOORING

Formula is excited to unveil the new upscaled look of the Ralph Lauren cabin décor packages in the 45 Yacht. Completely new cabinetry, Corian®, flooring and doors lend a luxurious feel to the beautiful Ralph Lauren® fabric choices of the Coastal and Mystic Cove color palettes.

The new horizontal grain cabinetry finish is a refreshing combination of high-gloss Ash finish on the upper cabinets, accented by high-gloss Deep Zebrano finish on the lower cabinets. The Corian countertop in Night

Sky flows beautifully in the upscale environment, uniting the two cabinetry finishes perfectly. Contrasting with the dark lower cabinets is the new Ash woodgrain-finish flooring throughout the entire cabin, lending an open feel to the sleek, modern presentation. This brilliantly coordinated interior is a perfect reflection of the spectacular Ralph Lauren Coastal and Mystic Cove décor packages.

TO VIEW MORE PHOTOS AND OTHER INFORMATION ON THE 45 YACHT, VISIT WWW.FORMULABOATS.COM.

290 Sun Sport

FORMULA UNVEILS MORE 290 SUN SPORT PHOTOS

OUR LAST FORMULA ACTION GAVE YOU A SNEAK PEEK INTO THE BEAUTIFUL 290 SUN SPORT. FORMULA IS NOW EXCITED TO INTRODUCE THE REST OF THE PHOTOS ONLINE AND GIVE YOU A BETTER LOOK INTO THIS SPECTACULAR MODEL.

THIS FAMILY-FRIENDLY SUN SPORT EMBODIES THE HERITAGE OF FORMULA'S PROVEN PERFORMANCE WHILE MIXING IN CONTEMPORARY, SMART NEW DESIGN. THE SPACIOUS COCKPIT AND CABIN ARE THE PERFECT BALANCE OF FUN IN THE SUN AND A PLACE TO RELAX WHILE OUT ON THE WATER.

CHECK OUT WWW.FORMULABOATS.COM FOR ALL THE PHOTOS, SPECS AND INFORMATION, THEN SIT BACK AND ENJOY THE "BUILD YOUR FORMULA" ONLINE FEATURE TODAY!



Owners in Action

In January of 2009, we started our new boating adventure of traveling back and forth between Florida and Wisconsin. The first part of our trip was trailering the Formula 34 PC to Fort Myers, Florida. Once we put it in, we loved the performance of our new boat. Our Volvo Diesel D4 engines and electric shifting are fabulous.



We took a trip to Key West, Marathon and back to Marco Island; it was more than we expected from our new Formula. We had a great time and lived comfortably aboard our new Formula for two weeks. The bed was very great. We are looking forward to future trips and new adventures.

On the way to the Keys at 35-36 miles per hour, we burned 5.1 gallons per hour per engine—excellent! The power, quietness and smoothness of the diesels over the 496s is just unbelievable. No comparison to gas—we had no diesel smell, and the quality of our entire boat was first class.

This spring we will be hauling the Formula and trailering it back to Wisconsin to experience the Great Lakes—new travels and friends.

We would recommend Tim Hogan of Shipyard Marine at Green Bay and Formula for our new Formula boat!

Larry and Carol Ehlinger

Spent the holiday weekend at our place on Lake of the Ozarks. On Sunday afternoon, a local guy had a cove party at his house and hired a band. We had about 10 boats tied up at one point with us and only two were Formulas—my 280 SS and my good friend's 40 PC. We probably had 30-35 people hanging out.



While standing on the front of the 40 PC talking, we noticed and commented that all the other boats (non-Formulas) were empty and you couldn't move in our boats! Between our platforms, cockpits and bows, there was somebody filling every space. We were tied up with a new Four Winns, a Regal and many other boat brands, and the Formulas were the life of the party. I know you all know this about each of your boats, but it was another one of these "proud" days to own a Formula!

*Have an unbelievable day!
Brad Hefferon (Bottom Line)*



My husband Barry and I have been proud owners of Formulas for 29 years, having bought our first Formula in 1980. We have had four boats over the 29 years, all of which have been Formulas—the 233 LS, 242 LS, 311 SR-1 and our latest, the 370 SS...the best boat yet, although we have loved every Formula we've owned!

Our family grew up boating, and we feel that added greatly to our family ties. We have enjoyed several Formula Rendezvous and have had the pleasure of touring the Formula factory in Decatur, Indiana. We feel like we are part of the Porter/Formula family.

We had the pleasure of seeing and speaking with Scott Porter at the Miami Boat Show. Please give him our regards.

*Sincerely,
Barry and Shirley Webber*

(Visit Shirley's Pasta Salad Recipe that she dishes out to all her boating friends on page 8).

Recently, I had the pleasure of boating on the Salamonie reservoir on my aunt and uncle's (Chuck and Nancy Hamilton) Formula 242 LS. The ride, the decor, the finish and just hitting the waves on the Formula was a thrill. It might be a vintage Formula, but the way it handles the waves was perfect—it made the weekend just that much more fun! I wish everyone had the opportunity to ride a Formula!



*Thank you
Chuck and Nancy!
Tonya Hamilton
Formula's Director of Communications*

I live on Long Island, New York, and own a 1978 Formula 18. I found it for sale 10 years ago in Freeport, New York, and had to have her. I have been enjoying her ever since!



She is the prettiest little Formula I've ever seen. I get compliments all the time. I repowered her a few years ago with a new 150 HP Evinrude Outboard when her old 150 Johnson got tired, and over the past few years have added a CD/stereo with speakers and new Bimini Top with side curtains. This year she received new teak trim, new mirrored Formula letters and Thunderbird insignia for the hull, and a four-blade SS prop. I also replaced the old plastic thru hull fittings and fuel fill with new powder coated aluminum ones from Eddie Marine.

What a sweet riding little boat—I wouldn't trade her for any new boat in this size range. I am proud to be the owner of such a pretty vintage Formula.

*Thanks,
Bob Koprowski*



I'm glad that you like our boat. We have made several changes to the interior so we can spend more time living on our Formula.

Our "family Formula" is already on your website, and I can say that we still

use it as often as we can and on our vacation/holiday. Every year, we live at least two weeks on the boat, driving around in the beautiful archipelago of Stockholm.

The boat is a 1986 242 LS. Recently, in 2008, we changed both engine and sterndrive to a newer Volvo Penta 7.4Gi with VP DP D1 Duo prop—works great.

*With kindest regards,
Mårten*

I went down with three friends on a voyage and brought our two captains (which we have the luxury to have full time because of wages here), and then the kids and Sharon flew in from Bali. We then popped around for six days staying at the Eco Lodge at night on the Flores Island of Labuan Baju (no dragons there).



We were so tired we couldn't eat dinner half the time and crashed at 7:00 p.m. and then ready to go again by 7 a.m. the next morning after a big breakfast.

Tony Dawson

FORMULA Rendezvous 2009

The 2009 Formula Rendezvous season was a success! Dealers are very excited to share their stories, pictures and all their boating activities from their 2009 rendezvous adventures. To find out more about these exciting adventures in your area, visit our owners' section on the Formula website, www.formulaboats.com. Read the stories that have been shared with us from so many enthusiastic Formula owners!



Dry Harbour Marine Celebrates Second Formula Rendezvous

Recently, Formula dealership Dry Harbour Marine held their 2nd Annual Formula Rendezvous on beautiful Lake

Charlevoix, Michigan, August 14-16, 2009. A total of 37 boats and 140 people attended this exciting gathering!

On Friday, Dry Harbour Marina owners Scott Boss and Barney Way greeted their guests and provided tasty hors d'oeuvres at check-in, as well as an open-air performance in the pavilion at the beautiful park. Scott and Cindy Boss, along with their bluegrass band, Horton Creek, entertained the group through early evening. A sunset cruise on Lake Michigan was planned, but the weather did not cooperate; however, watching the storm from the boats did prove to be exciting.

The crew awoke Saturday morning to a dockside breakfast with coffee and donuts and what everyone wanted: perfect weather! The action-packed day's agenda included a trip to Bay Harbour for a fantastic brunch and a raft-up party in Oyster Bay against the gorgeous backdrops of Lakes Michigan and Charlevoix. The day was fun filled and relaxing all at the same time. Later that evening it was finally time for the delicious Luau barbeque with games and excitement. The night lasted well into the evening and fun was had by all!

The entire weekend was a highlight for all who participated—another great rendezvous! Make plans today to visit Dry Harbour Marine. Visit their event website at http://www.dryharbourmarine.com/photo_gallery.asp?event=366733#366733

Hampton Watercraft and Marine's 2009 Summer Rendezvous

Formula dealership Hampton Watercraft and Marine held their 2009 Rendezvous July 31-August 2. 17 boats and 50 owners descended on Montauk Yacht Club on the eastern tip of Long Island, New York, for a fantastic weekend of boating and fun!

On Friday night, a cocktail party entertained the participants with food, drinks and fun. The following morning breakfast was delivered to their boats for a great start to the day! Afternoon demo rides were available on the Formula 40 PC and later that evening, the crew of Hampton Watercraft and Marine held a dinner and casino party for their guests. This Formula dealership really knows how to entertain!

The final farewell was held Sunday with a goodbye speech by the dealership staff and a breakfast buffet for the participants. The Hampton Watercraft and Marine Rendezvous proved to be a success and a memorable event for all who attended! Visit their website at www.hamptonwatercraft.com.



Northwest Boat Center's '09 Formula Rendezvous

The 2009 Northwest Boat Center Summer Rendezvous took place on July 11, 2009. This year, for the first time, the event was held at Coeur D'Alene, Idaho, and was hosted by Buzz, Kelley, Alec, Lexie and Annie Neilsen along with Jason Sandford from the Hayden, Idaho, location. It was a great turnout and success for the dealership.



Along for the event was Formula's Regional Sales Manager, Jon Earl, and wife Jeanette. Jon and Jeanette helped to greet the 23 plus boats upon their arrival at the beautiful Coeur D'Alene resort. Once the boats were checked in, they left for a four-stop poker run and lunch at the county marina in Harrison, Idaho, on the south end of the lake.

The Northwest Boat Center staff organized a day of fun and activities for their owners filled with a marathon of games. The games included a fast-paced relay of golfing, ring toss, canoeing and a three-legged race. Prizes were won in all events, and a great time was had by all.

Later that evening, the group gathered for a top-notch Mexican fiesta dinner, personally prepared by chefs Buzz and Kelly Neilsen. It was an outstanding meal!

The group left at different times on Sunday morning and cruised the lake to enjoy the wonderful sunny weather. To find out more about Northwest Boat Center's upcoming events, visit their website at www.nwboatcenter.com.

Lakeport Landing's 31st Annual Customer Appreciation Day Makes Waves Again!

August 1, 2009, on the always-beautiful Lake Winnepesaukee, New Hampshire, Formula dealer Lakeport Landing Marina celebrated their 31st Annual Customer Appreciation Day to thank their patrons and boating friends for yet another exciting Formula year!

The event's theme this year was "Fun in the Sun," which proved to be just that, with beautiful weather and fun-filled events for everyone. The day began with the annual Poker Run by boat to locations around the lake including the Naswa Resort, Docksider in the city of Meredith, Bailey's Bubble in the city of Wolfeboro, and Shibley's Soft & Hard Ice Cream in the city of Alton Bay. Formula 31 PC owners Diane and Bruce Elfman were this year's Poker Run winner—congrats! Prizes for the participants included the signature anniversary t-shirts with a black bow tie and an abundance of Formula Gear items.

Later that day, owners and customers were treated to Lakeport's delicious traditional menu of steak and lobster. Once again, Lakeport Landing Marina has done a great job showing its customers what it really means to own a Formula and do it in style. To view the photo gallery from Lakeport's website, please visit http://www.lakeportlanding.com/miscpage_004.asp.



A Winning Choice – The Formula 270 Bowrider!

Sweet Satisfaction – Trailer Boats May 2009



Trailer Boats Magazine featured the stunning 270 Bowrider in their May 2009 issue. Not only did the 270 BR grace the cover, it also managed a three and a half page spread and earned the Trailer Boats 2009 Excellence in Design Award. The

reasons are clearly evident throughout the article as Ron Eldridge boasts the many Formula features that make this a perfect boat.

Eldridge had tested hull number one claiming, “though this was a prototype, there is little we would change.” This boat performed beautifully in the water, topping out at 49.1 mph. “At 27 feet, this big bowrider has room for all your family and friends, and its upscale styling, ambiance and creature comforts pamper everyone who steps aboard. If it’s sweet satisfaction you crave, with this new Formula, your ship may have just come in.”

Check out the article at www.trailerboats.com or pick up an issue today!

Trailer Boats
Excellence
in DESIGN

In The

Formula 270 BR Makes a Splash in Lakeland Boating

Lakeland Boating featured an article on the 270 Bowrider which Tom Thompson tested for the March 2009 issue. Thompson couldn’t find anything wrong with this model, from the construction to speed and practicality to custom-built attitude.



Thompson reiterated his affinity for this boat with, “This is a good choice for quality, performance and speed in a day boat. Rather than fill it with standard features, Formula has instead made the list of options long to let you configure the 270 BR exactly the way you like.”

Runabout Flair

Powerboat Magazine’s March/April 2009 issue features an article on Formula’s 270 Bowrider. The article paints Formula Boats as a “smart” company and consistently one of the highest quality boat builders today. The article noted the “custom” feel and the standards that can’t be beat on the 270 BR.



“Look closely at the 270 Bowrider, and you will see its Sun Sport and even FAS³TECH lines. It’s sleek and, unlike so many runabouts, it’s not the aquatic version of the minivan. Look even closer, and you’ll find a production model that’s constructed with far higher quality than most, and has everything you need for a fine day on the weekend.”

Elements of a Habitable (and Safe) Interior

The Formula 45 Yacht was featured in an article in the April/May 2009 issue of *Professional BoatBuilder*. It was used as an example of “a galley done right: double sink, natural light through a large port, ample storage and work space, recessed cooktop, and grabrails at the workstation and companionway steps.” Check out the 45 Yacht at www.formulaboats.com.



Elements of a Habitable (and Safe) Interior

There’s no marine equivalent to Architectural Digest. Strands of data going deep for excellent buildings and facilities, and there are best practices that more production companies need to do well to follow for successful accommodation spaces in their products.

Scott Porter in Boating Magazine

In the editorial section of *Boating Magazine*’s March 2009 issue, “Bullish on Boating”, Steele points out that “Since 1970, the U.S. economy has endured six recessions, and Scott Porter and his family have confronted and survived each and every one.” A history of the Porters’ journey from the 70’s to the present followed, with Steele proclaiming, “step by step, one boat at a time, the company marched forward...” While remaining optimistic, Scott Porter talks about two new models in various stages of R&D. Formula plans to introduce, the 290 Bowrider coming this winter and the 270 Sun Sport debuting early next year.



Formula 290 Sun Sport Debuts In Motorboating

The June 2009 issue of *Motorboating* covered the all-new Formula 290 Sun Sport. An exclusive look into the boat revealed nothing but praise from Jeanne Craig, who was impressed with the quality,



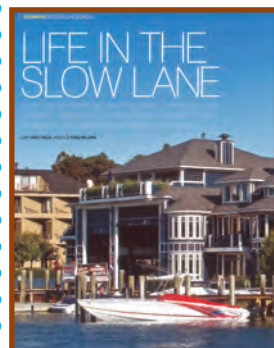
speed and construction. “The 290, it seems, lives up to the reputation established by Formula Sun Sports, a series that ranges from 24 to 35 feet. Ride and superb handling are hallmarks of this line, and the 290 is built much like the larger boats in the series.” Craig calls the 290 Sun Sport “the perfect cure for spring fever.” We at Formula feel it is the perfect cure for any fever.

Motorboating Features Formula 34 PC Owner

Buddy Benton, owner of Benton Financial Services and a 34 PC, shares his favorite times with his family aboard their 34 PC. Moving up from a Formula 280 Sun Sport 18 months ago Benton says, “This is exactly what we need. It’s perfect for a family of four, with two sleeping areas, two TVs, a fridge in the galley and one upstairs, and it has tons of storage. And it’s fun to drive. I love this boat.”



When Benton couldn’t make it to the factory to see his boat throughout the building process, Formula sent pictures and even a DVD of the progress. “Needless to say, Benton is a fan of the brand.” You can find the Benton family on their boat every summer weekend possible enjoying fishing, crabbing and rafting with other boaters. Benton’s wife, Monica, and two sons, Nicholas and Joseph, enjoy the boat to the fullest.



Life in the Slow Lane

Dry Harbour Marine shows *Powerboat Magazine* in the February 2009 issue that you don’t have to travel far in a rendezvous to have a great event. The “Endless Summer” Formula event had 45 boats and 165 participants. “Without question, it was the slowest fleet of any event I’ve ever covered. And despite that fact—make that because of it—it was among the most enjoyable,” wrote Matt Trulio.

The event held on Lake Charlevoix served up amazing meals, great live entertainment and some travel—the perfect mix for the boaters in attendance. While the few FAS³TECHS had to adhere to the 55 mph speed limit on the lake, everyone had a great time. The raft-up was a fan favorite. “Most of the participants just wanted to get to Oyster Bay, carefully tie their boats to one another and shut them down and start socializing.” Scott Porter told Trulio, “You don’t have to go far, especially with a group like this. I’ve been to owner events where it is mostly about the travel. But the truth is you don’t have to go real far around here to have a good time.” Trulio finished with, “You also don’t have to go real fast. In fact, you need to slow down.”

News

Docking Made Perfect

The *Boatguide's* Winter 2009 issue featured MerCruiser's Axis system, a "unique, user-friendly sterndrive joystick docking system. Axis isn't just a system that makes docking easier, it is a system that makes boating more enjoyable." The Formula 370 Super Sport was featured in the article as the actual test boat for the review. For your chance to learn more about Axis, visit your nearest Formula dealer today.



Perfect Match—350 Sun Sport and the Joystick System

Boatguide contributor Bill Jennings took the Formula 350 Sun Sport out for a sea trial at the Miami Boat Show and featured his article in the magazine's Summer '09 issue. Jennings noted the 350 SS was, "perfectly sized and equipped for weekend rendezvous and short cruises" before the boat left the dock.

At the helm, Jennings noticed the electronic display and toggle switches. Also there was a "curious black knob," which was the Volvo joystick. The versatile system is not only used for docking, Jennings discovered, but it is also used for slow speed driving and moving sideways. Operated by computers, this system can move your boat in any direction, making the perfect boat even better.



What's Up at Formula

FORMULA BOATS FORUM THROWS FORMULA PIZZA PARTY!

150 Formula Team members gathered together on June 15, 2009, at Formula's Decatur, Indiana, facility to enjoy a pizza party hosted by members of the Formula Boats Forum (www.formulaboatsforum.com), a group of Formula owners who share their thoughts and ideas about Formula boating on line. The group came together to show their appreciation of the Formula Team (and Formula's outstanding product) by providing the Team with 56 pizzas and nine cases of soft drinks! In

addition, gift cards for Decatur's Community Market, who generously added a 10% discount, were sent to laid-off employees, complements of the Formula Boats Forum.

The forum members' attitude and dedication to Formula is very much appreciated by the Formula Team. In attendance representing the Formula Boats Forum membership were **Gary and Rose Staley, owners of a 2005 Formula 37 PC; Jed Cavadas, a 2008 31 PC owner; and Jerry Wilson, a 2007 34 PC owner.** It was great meeting these Formula owners, and team members thoroughly enjoyed the pizza lunch!



TO OUR FORMULA FAMILY,

On behalf of the 1,100 members of "The Formula Forum," we want to let each one of you know how profoundly grateful all of us are for your genuine tireless & unwavering efforts to produce the best production craft available. There simply isn't another group of boat owners more dedicated, passionate or appreciative of your dedication anywhere in the world. We wouldn't be able to enjoy the finest boats manufactured had it not been for all of you in Decatur. Most, if not all of us, have owned boats offered by other manufacturers before we saw the "light." You would be hard-pressed to locate one Formula owner who would be willing to trade their cherished Formula for what they owned in the past. You can take a great deal of pride knowing that Formulas are guaranteed to attract the most attention at virtually any marina and consistently draw the most favorable comments. We can't thank you enough for everything you've done so that we can experience boating as it was truly intended to be.

WITH SINCERE APPRECIATION, WE REMAIN,
THE FORMULA FORUM

STAY IN TOUCH WITH FORMULA BOATS ONLINE

Formula Boats is now "tweeting." Start following us at www.twitter.com/formulaboats and catch up on our most recent happenings. On our Twitter site, you can find information on current sales and promotions, upcoming boat shows and rendezvous, magazine coverage and even updates on performance trials, photo shoots and company happenings as they are taking place. Let Twitter become your number one source of news for Formula Boats. Visit www.formulaboats.com for more information on our entire Formula lineup.

Also visit our Facebook fan page located at www.facebook.com. Formula recently updated the fan page with more pictures and videos. Start chatting with other Formula Fans on the message boards. Topics range from favorite onboard snacks to favorite places to boat to helpful cleaning tips. Be on the lookout for photo contests—winners get in the Action and on the Formula website. Get in touch and stay in touch with Formula and Formula fans at www.facebook.com.



facebook

twitter

“Obvious to Me”

by Scott Smith, Marketing Manager

Having spent no small amount of time in Formula’s Technical Assistance Group (TAG) providing customer service and dispensing product information and advice, I have had a few conversations and the questions for which the answer seemed “*obvious to me.*”

Thinking of these conversations did inspire an idea for this edition of “Boat Care.” Working with boats daily, there are certain ideas that seem obvious to me, but perhaps not so much to the newer or occasional boater. Therefore, I would like to present you with a few miscellaneous tips that may or may not have occurred to you.

Use Your Canvas!

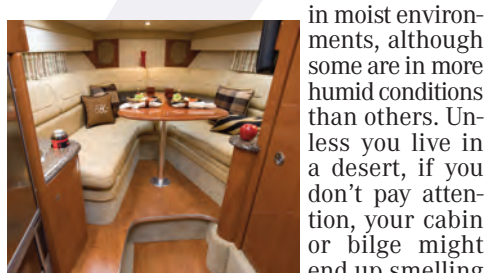
Reminiscing about this issue is what got the article started. One day many years ago, before Formulas were manufactured with wood-free cockpits, a gentleman called me to say that the plywood in his cockpit seating was getting soft and issuing a “Coke-colored liquid.” This set my radar off, and the first thing I asked him is if the boat was stored outdoors. After

he answered in the affirmative, my second question was, “Do you use your canvas?” The answer, of course, was “No.” When told that the cockpit needed to be protected from the elements, the caller responded that he felt he didn’t need to use it since it was on a boat.

wood free, built with a StarLite XL® polymer substrate, Dri-Fast® foam, Tenara® thread and tough Nautilex marine vinyl. Your Formula is a world-class product, but it still needs reasonable protection from the elements. Be nice to your boat and remember to store it outside with your full bimini cockpit or storage cover.

Dry Out.

Formulas are a pleasure to experience—the way they look, the feel of the artfully designed and assembled upholstery, the fresh smell of the cabin. Unfortunately, though, the latter is often an impermanent condition. We all understand that boats live



more like Grandpa’s basement than a pleasure craft. Boat cabins can be notorious for trapping moisture, particularly if left unattended for long periods of time. The easiest solution is to open the boat up and air it out once a week. If you can’t get to it regularly, enlist someone to do it for you. There are also dehumidifiers you can install if you have access to an AC electrical outlet or shorepower.

Also, check for standing water. No bilge pump will get every last drop out of the engine room. If the boat is stowed out of the water, take a wet-vac to the remainder of the water so it won’t get stagnant. And don’t forget the cabin bilge, usually located beneath the cabin entry steps. If the air conditioner condensation tray might get clogged and overflow, the water will collect in the cabin sump—that’s what it’s there for. If it stands in there for a long period of time, that musty smell will come calling. Check your cabin bilge regularly!

Charge It.

Here’s an oldie but a goodie: discharged batteries. I don’t remember a lot of calls on the subject, but I believe it happened more than we got calls on it, mainly because once it happened, folks realized what was probably causing the problem. Although the issue is sometimes something odd, like debris getting caught under a float switch running down a battery, it can usually be avoided by turning off the battery switch(es) every time you leave the boat for more than a few hours. That way, there is no unnecessary drain on the batteries. And it doesn’t hurt to get the batteries load tested every season or two if possible. If a cell is going bad, you’ll know before the battery is completely dead.



My hope is that these tips will save one of you out there some grief one day. If you have similar ideas (or any ideas for a future column), I would love to hear from you. Email me at scotts@formulaboats.com. Give me an idea I can use and I’ll give you credit. In the meantime, keep living the boating dream!

Tailgating—Formula Style!

As summer ends and autumn rolls around, football fans everywhere look forward to tailgating before the big game. Why wait for the big game? Take advantage of the rest of the boating season to tailgate at the docks on board your Formula boat and add these delicious recipes to your repertoire. It’s easy to tie up at the end of a fun day of boating and join your family and friends for some awesome eats! Your Formula’s spacious cockpit is perfect for entertaining with its integrated wetbar, Corian® countertop, sink, trash container and abundance of drink holders. Your family and friends will love tailgating Formula style!

Here is a favorite recipe from Gary and Rose Staley, owners of a 2005 Formula 37 PC. This dish scored a touchdown with all the Formula factory taste testers and an extra two points for being quick and easy to assemble and heat up in a crock pot!

Gary’s Favorite Reuben Spread

- 1/2 pound Corned beef - cut in small quarter-inch pieces
- 2 cups Shredded Swiss cheese
- 2 6-ounce Sauerkraut
- Rinsed and drained
- 1 8-ounce pkg. Cream cheese - cubed
- 3 tablespoons Thousand Island® dressing



Combine all ingredients in a crock pot, cover and cook until heated through. Serve on your favorite cracker or bread.

Tasty Tip: If you’re wondering what to do with the leftover Thousand Island salad dressing, Formula’s director of communications, Tonya Hamilton, uses it to marinate chicken or beef for grilling.

Shirley’s Seafood Pasta Salad

(Shirley and Barry Webber, owners of a Formula 370 Super Sport)

- 1/2 cup Light mayonnaise
- 1/3 cup Italian salad dressing
- (Good Seasons® made fresh is best)
- 1/4 cup Grated Parmesan cheese
- 2 cups Small pasta shells or twists, uncooked
- 2 cups Cooked medium shrimp (not frozen)
- (or combine one cup shrimp and one cup crab or lobster meat for a special treat)
- 1/4 cup Chopped green bell pepper
- 1/4 cup Chopped red bell pepper
- 4 green onions Thinly sliced
- 2 small Celery stalks, sliced
- 3/4 cup Frozen peas
- 1/2 package Grape tomatoes, whole or halved
- 1/2 cup Sliced black olives (or 1/2 of a 6-ounce can of whole small pitted olives)
- To taste Fresh ground pepper

Directions:

Cook pasta and drain. Combine Italian salad dressing, mayo and Parmesan cheese to make dressing. Combine the pasta and the remaining ingredients in a large bowl. Pour dressing mixture over pasta mixture. Mix well. Cover and chill overnight. Toss lightly and top with a little Parmesan cheese before serving-enjoy!

