

THE PERFECT FORMULA

Official Newsletter for Formula Boats Tech News



Poker Run Season in Full Swing

Boyne Thunder Poker Run

Team Formula was on beautiful Lake Charlevoix, Michigan for the week of July 9th for the 22nd annual Thunder Run. With perfect weather up until Saturday morning, the run was pushed back an hour and the first two locations canceled due to unseasonable weather and waves in Lake Michigan. That did not stop Boyne Thunder committee from pivoting and completely accommodating all 125 registered boaters. The Formula 387 CCS handled all the weather and rough water, like a seasoned pro we have all come to expect from the Formula brand.



1000 Island Charity Poker Run

Team Formula was on the beautiful Saint Lawrence Waterway the week of July 13th for the 9th annual charity poker run. Unseasonably warm weather for the area welcomed all 125 registered boaters. While supporting Central New York's Make-A-Wish, who hoped to break last year's fundraising goal of \$252,000.00, the 1000 Island committee feels that goal was accomplished!

See the full report on Formula's upcoming blog!

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Christopher J. Everett,
Editor

Marine 365



“Previously known as Shipyard Marine for over 20 years, boats and boating life are our true passions and all we do. Our deep knowledge of the boating industry means unmatched expertise to help guide you to the right luxury boat or service to truly live your lifestyle.”

Ranked as one of the Top 100 Boat Dealers in North America, Marine 365 is an all-inclusive boat dealership offering a complete sales, service, marina, and dry stack facility that has multiple locations between Green Bay and Oshkosh, Wisconsin.

They specialize in selling and servicing top-quality luxury boats and yachts to satisfy just about any lifestyle. No request is off limits, and they aim to make your upscale boating experience seamless and hassle-free.

Marine 365 is devoted to a culture of challenging the status quo to ensure their boating customers experience a lifestyle without limits. It is our mission to make sure their customers have the best time possible on the waters.

True to their name, Marine 365 is readily available to customers 365 days a year, to help with any boating needs, and the same goes for service requests. They offer the same convenient boat drop off and pick up services everyday of the year, taking care of the important things like service and maintenance so you can quickly get back to living a carefree lifestyle on the water.



(920) 434-2000
Suamico, WI
SUMMER HOURS

Monday - Friday
8:00 am - 5:00 pm

Saturday
9:00 am - 1:00 pm

Sunday
By appointment

(920) 232-9500
Oshkosh, WI
SUMMER HOURS

Monday - Friday
10:00 am - 5:00 pm

Saturday
Closed

Sunday
Closed

Meet Your Team

This month's highlighted team member is our Assistant to the Director, Sara Hileman. Last month, Sara celebrated nineteen years with Formula Boats, the past seven spent in the Technical Assistance Group. Prior to joining the TAG department, Sara worked in our Bill Of Materials department, and as a group leader on the production floor.

Sara is tasked with supporting Formula's entire Technical Assistance team and working directly with Michael Boyd Director of Product Support/Consumer Affairs. This entails entering and coordinating all warranty claims. Filing and maintaining all warranty registrations. She started her career with Formula working on the production line as a cleaner/inspector before being promoted to group lead over those departments. Sara, always eager for a new challenge, then moved into our BOM department as a product data analyst. After a few years, she decided she wanted to enter into the world of customer support. She has been with the TAG department ever since.

When asked what Sara liked most about her position, she stated, "I like that each day brings different requests, making every day a new challenge. I also love hearing successful boating experiences from customers all over the country." When asked about her co-workers, she said "working in TAG is like a family. We all see things from different angles, and then come together to make them work."

Personally, Sara enjoys spending time with her family, camping, vacationing, watching sporting events, visiting Eldora dirt track and golfing. Her future plans include going to Australia to visit her twin sister.

Thank you, Sara, for being this month's highlighted team member.



**"I like that
each day brings
different requests,
making everyday
a new challenge."**

**Sara Hileman
Assistant to the Director**

Formula Maintenance

Want to keep your boat looking spotless and new? Have a smudge on your flooring or have a boat guest wear their shoes and tracking some dirt and debris?

Formula offers three different types of cockpit flooring on our boats. We offer Chilewich® cockpit mats, PlasDECK®, and reFLEX flooring. Below you will find a few tricks and tips on cleaning those stains or spots off your flooring.

PlasDECK

- Good results have been obtained by using purple Super Clean® or a similar degreaser. Use full strength and scrub with a stainless steel or brass BBQ brush, in the direction of the grain. We like the Weber® stainless steel grill brush. Found at local hardware stores.
- Be sure to remove the brush's plate on top and its leather strap as both of these can potentially harm the surface of the PlasDECK. Use a regular boat brush to spread the cleaner over the deck and allow it to soak in for 5 to 10 minutes, then use the grill brush.
- Do not be afraid to apply pressure. It will not hurt the PlasDECK, it will just get down into the texture and deep clean it. Another product, using the same method, is Krud Kutter. Again, follow the same process with the soaking and brushing.
- In some cases it is helpful to follow the above process with power washing the deck to fully remove all residue. A smaller power washer of 1700 to 2000 PSI pressure works well.

reFLEX

- reFLEX is low maintenance, so you don't need anything more than hot water, soap and a good, stiff brush!
- Prefer to use a household product? reFLEX can handle Soft Scrub®, Simple Green®, Formula 409®, and even bleach.
- Harsh acid-based cleaners, such as MaryKate® On & Off Hull and Bottom Cleaner, are not recommended.

Chilewich

- Cleaning is easy. Simply wipe the mat with soap and water, and allow to air dry.
- Mats with visible food residue can be sprayed with soapy water, scrubbed with a soft-bristle brush or soaked in soapy water and then rinsed.
- Do not clean with alcohol-based cleaning agents, as they can break down TerraStrand yarns over time.
- Citrus-based cleaning agents are also not recommended, as they can cause discoloration.
- Do not wash in a washing machine. Do not iron or dry with heat.



Customer Corner

This month's customer corner feature is Mr. Jeff Morgan and Family. I recently had the opportunity to sit down and chat with Jeff and his family about his Formula and his love for the brand. Thank you so much for being part of the Formula Family and this month's customer corner owners.

Boat Name: The name of our boat is Captain Morgan 3.0.

Formula Boats Owned Currently/Previously: We currently own a Formula 400 SS - Ralph Lauren edition with hard-top and Volvo diesels. Prior I owned a 1988 311 SR-1 and a 1988 206 LS.

Reason Why You and Your Family Chose Formula: In my opinion, Formula is one of the only manufacturers that don't cut corners considering they are a production line company.... Their attention to detail and quality is second to none. Whether it is the Imron® paint or the cabinetry, all is perfectly done.

The customer service is amazing. Every division goes out of their way to help when approached. To back that up, it starts from the top. I put a call in to Mr. Scott Porter President of Formula, fully expecting a call back from an assistant or some level of manager. Nope, I received a call from Mr. Porter which in turn solidified my feeling that I made the right decision to purchase a Formula.

How Many Years You Have Been Boating: I have been boating my whole life, all 55 years in the world's most beautiful waterways available, The 1000 Islands, which borders Canada and the United States and fresh water river known as the St. Lawrence.

Favorite Destination To Go Boating: St. Lawrence River

Why Would You Suggest Formula As A Brand: I have and will continue to recommend a Formula to anyone because they are simply the best! The quality of their boats are world class! When you are riding in a Formula you experience not only a smooth, dry ride, but you are safe! Coupled with all the latest designs, and gadgets and equipment, the resale value remains high! You will never have a bad investment when you purchase a Formula.

You haven't enjoyed boating until you have experienced a Formula!

Secret Formula

This month, can you spot the 10 differences in the two photos? Use the top photo as the original one and the difference in the bottom one. If you crack this month's "Secret Formula," snap a picture of your solved "*Spot the Difference*" and email it to chrise@formulaboats.com. Please label your email "Spot the Difference" in the subject line. You will have until the end of August for your submissions. Two winners will be chosen at random to receive a gift from the Formula Team. Good luck and enjoy!



FORMULA

"It's not that difficult to tell alligators and crocodiles apart. One will see you in a while whereas the other one will see you later!"

