



Jeff Merrill named new president of California Yacht Brokers Association



The California Yacht Brokers held their annual members' dinner at the Island Hotel in Newport Beach Saturday, January 17th. The event marked the 39th year of the association, and was well-attended by nearly 100 yacht brokers and salesmen, affiliate members, other marine industry participants, and guests. After enjoying a cocktail hour with live music on the outdoor plaza, the group was seated for an exceptional meal.

Outgoing CYBA president Dennis Moran, Ardell Yacht & Ship Brokers, graciously acknowledged his board of directors and the guidance they had provided over the past two years of his term. Moran highlighted an increased member base and a more solid financial position as two areas of improvement for the association while under his watch. Introducing CYBA president Jeff Merrill, Jeff Merrill Yacht Sales, Inc., Moran shared Merrill's history of boating, which

included Sabot racing at the Alamitos Bay Yacht Club as a kid to “taking the ultimate leap of faith” to open his own brokerage in 2014. There were a couple of impressive stints in between: 7 years as VP of Sales and Marketing at Pacific Seacraft and 14 years in sales at Pacific Asian



Enterprises (Nordhavn line).

Merrill introduced an impressive 13 past CYBA presidents in attendance, and then his officers for 2015: Mik Maguire, Passage Yachts, Inc., 1st vice president and secretary; JR Means, Bayport Yachts, 2nd vice president; and Jim Johnson, Chuck Hovey Yachts, Inc., treasurer. He then made a quick and entertaining tour of the dining room, where someone from each table introduced their group.

Returning to the podium, Merrill asked Dennis Moran to announce the winner of the Merle B. Park award for outstanding service to the CYBA and the California Yacht Industry. Wayne Rodgers, WD Rodgers Company, was presented the award for his leadership in producing the annual CYBA Legal Seminar for the past eight years. Moran added that Anita Mays, Valkyrie Yacht Sales, has accepted the challenge to lead the charge for the 2015 event.

Lucky attendees won several door prizes, which included fine bottles of wine, dinner certificates to top restaurants, complimentary advertising, hand-held VHF and GPS, a GoPro camera, and a night's lodging and golf or spa package at the Pelican Hill Resort. Merrill recognized and thanked each donor as the prizes were presented.

Event sponsors included Duncan McIntosh Company, Inc., Yachtworld.com, Yatco, and California Recreation Company. The dinner wine was provided by Twin Rivers Marine Insurance Agency and the Hodaddies Band was compliments of Sterling Acceptance Corp. The NMMA was recognized as the CYBA Platinum Partner, providing financial support to the association and its members at the San Francisco Boat Show, the Los Angeles Boat Show, and the San Diego International Boat Show.