

# Pacific Yacht SYSTEMS

Boating Made Simple by Design

by Dean Unger



## THE NORTH ARM OF THE FRASER RIVER IN RICHMOND, B.C.

was the central location chosen over a year ago for Pacific

Yacht Systems, a one-stop marine electronics and electrical solution for boat owners looking for a professional, fully qualified yacht and boat systems outlet.

"I think the story of why I'm in the business is really important," says Jeff Cote, owner of Pacific Yacht Systems. "It was a lifelong dream of ours to own a boat, so six years ago we made the move to buy one. We had a survey done that was supposed to tell us everything we needed to know about the vessel. The report indicated that it was above standard; there were no problems." During their inaugural trip to sunshine coast with family and friends who'd flown in from out of town to take part, less than a week into the voyage, systems started failing. "A short time later," says Jeff, "We wound up crippled at dock. The experience was incredibly disappointing to everyone involved and was an expensive lesson for us personally. I can lose my car today and deal with the problem relatively easily - all the resources

are there and it's a fairly straight forward procedure. But when you're on a holiday that you've worked all year for... the gap between expectation and disappointment is so wide; it was one of the most stressful things I had ever gone through."

When it came time to locate a service shop, Jeff set out to find someone who could help them, and who would be system-focused on what the problem was. In the end, it turned out that nobody could fix the whole system. "The service agency could change an individual part, but they couldn't look at the whole system. Later on, we did a circumnavigation around the island for 10 weeks and we saw so numerous system failures [boats stranded at dock]. This became the genesis of the business. We perceived a need for an electronics and electrical full suite service and, in turn, decided to fill the gap."

Essentially, PYS delivers services in four main areas of focus: power systems, navigation systems, communication systems and home entertainment. PYS designs electrical systems for boats; integrates navigation systems that are tailored to the individual needs of the client; provides all the creature comforts of home on a boat and outfit boats with Wi-Fi-connectivity; and even installs satellite TV and home theatre systems.

"Our business model is not based upon the need to sell stuff -

all our competition is in the business of selling stuff. We are service driven. We are in the business of finding solutions for our clients," says Jeff. "When you're on the water, nature can sometimes put you to the test, but your boat should be dependable. This dependability and confidence is what we provide our clients, the knowledge that the job is done right."

Whether clients come to PYS with a system design in mind, or with the intention of working with what's already there, it is the PYS mandate to analyze the "big picture", to consider how all of the operating systems on the boat are integrated and whether they may in some way affect each other. They make sophisticated systems easy to use, while maximizing safety, comfort, and performance. "We handle all vessels of all sizes," Jeff says.

Part of the service delivery mandate at PYS is to provide information to enable clients to choose equipment that best fits their needs. The Product Reviews section of the website presently provides reviews for more than 100 marine electrical and electronics products. Each product review includes a product description and a list of pros and cons, submitted by the experts at PYS and by the online boating community.

To help clients keep on the cutting edge of marine technology and systems solutions, PYS also writes a

monthly column called Tech Talk, in Pacific Yachting magazine.

### Our Team

The carefully chosen team at PYS is comprised of qualified marine specialists - trained professionals who all have a passion for boating. All PYS' marine techs are ABYC and NMEA certified, and they rigorously follow industry best practices and quality standards.

### Portability & Accessibility

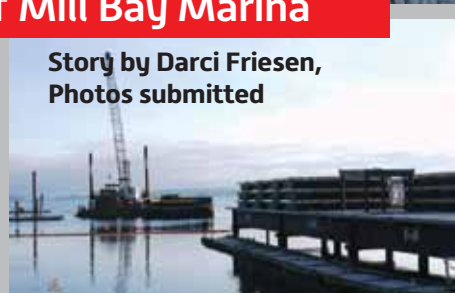
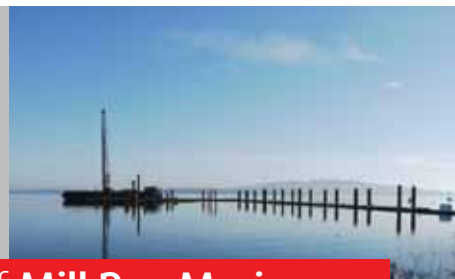
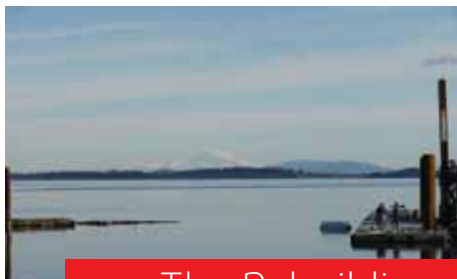
PYS has a fleet of service vehicles to enable them to reach customers and clients anywhere in the Lower Mainland and upon special request, to other areas of BC. Each vehicle in the PYS fleet is fully stocked with quality parts and equipped with all the proper tools to get the job done right the first time.

### Extended Service & Long-term Customer Relationships

The professionals at Pacific Yacht Systems are fully equipped and capable to prepare a long-term plan for client vessels, again, designed to maximize safety, enhance the craft, and most importantly, to make boating simple by design.

They start by asking a few basic questions of their clients, to help ensure what is delivered is exactly what the client needs: How would you like to use your boat? What barriers prevent you from getting there? Then they assess the vessel's current electrical and electronic capabilities.

"Once we have a thorough understanding of the client's boat," Jeff explains. "We propose design solutions customized to the vessel in question, based upon our mandate and service standards. Our purpose is to simplify and to make technology accessible, reliable, and safe. We leave our customers with peace of mind."



## The Rebuilding of Mill Bay Marina

Story by Darci Friesen,  
Photos submitted

Thanks to the vision of four local Mill Bay residents, this small west coast town of 3,000 is getting the boost it needs to flourish. Mill Bay Marina Inc. was formed for the purpose of putting together a project to revitalize Mill Bay and its marina. Cadillac Homes, headed by Cam Pringle and David Slang, and Ruskin Construction, headed by Andrew Purdey, along with the managing director of the marina, Duane Shaw, are well underway with the rebuilding of the local marina, which is to be a full service, state of the art, concierge-class marina. They are presently breaking ground on 14 new, waterfront townhomes.

The marina, destroyed in a massive storm on Easter of 2010, sat in disrepair until it eventually came up in foreclosure and was bought by Mill Bay Marina Inc. "After looking into how the original marina was destroyed by huge waves in the 2010 storm," Duane Shaw relayed, "we went out and did a wave study and determined what the 50 and 200 year storm events are - what the forecasted size of the waves will be - and we are building this marina to withstand a 200 year storm event." With the entire breakwater engineered to withstand future storm events already installed and the construction of the marina begun, Shaw says that they hope to have the marina completed by early

summer 2012.

Complete with full amenities; such as showers, laundry, gas, a marina store with boat rentals and fishing licenses, the marina building will also house a licensed bistro with both indoor and beautiful outdoor seating. The marina dock and breakwater (which doubles as a transient moorage area) will have 91 slips available for rental as well as 700 linear feet of transient moorage for boats from 20-55 feet. There will be a sanitation dump, 30 and 50 amp power, gas and diesel available, a large parking lot for day and overnight parking, as well as a new public boat launch. "Our existing boat launch is not quite steep enough" said Shaw, "it's not usable through enough tide events. With our new, widened launch - that includes a dock and ramp - it will be much more accessible, at almost all tides."

With his eye on the future of Mill Bay, Shaw proudly said, "We're just four guys who love where we live... we got together and decided to make this happen. This whole facility will be fantastic for Mill Bay. It's going to be a new center for this town... a conduit of economic traffic."

The townhomes, overseen by Cadillac Homes, are scheduled to be completed by late 2012. For more information on these townhomes, the marina or Mill Bay itself, visit [www.millbaymarina.ca](http://www.millbaymarina.ca) or page 102.