F&B Y-2011 ject book

Is 'She'll Be **Right!" The** Standard We're **Going To Use?**



he last 6-8 weeks has been a testing period for our little team following the arrival of the Trailcraft 560 Sportscab, and four weeks later, the Horizon 455 Northerner Side Console.

Obviously, from every aspect, we would have preferred to have them arrive with much greater separation, but because it's the boating industry,

and scheduling is not one of its strong points, the boats duly arrived in what we call "boating time."

First off, we decided to address the Trailcraft ahead of the Horizon, partly because we had an overdue editorial program we were anxious to get on with, and because of the simple logic that it did arrive ahead of the Horizon.

As we described in last month's

F&B, the Trailcraft has gone through the process now of being fitted out with the canopy, infill clear, bimini type structure by Craft Covers, the Yamaha 115 by Paul and Ryan Zell's Yatala Marine, with a host of the very latest bits and pieces from electronic specialists such as GME, Garmin and others that you'll read about in coming issues.

SEA Media's Project Boats Policy - Sea Media maintains a number of 'project boats' principally to ensure the editorial team is able to keep up with today's rapidly changing boating world. It allows us to form our own conclusions, develop factual reference information for readers, and most importantly, get a "feel" for the product - something you cannot do from a press release, a brochure, or a 30 minute zoom 'around the bay' in perfect weather. Most boats are kept for about 12-18 months, depending on their complexity, effectiveness, usage, cost, and how much interesting editorial we can develop for readers from the project. When we're finished, project boats are then sold-on to Fisherman & Boatowner ("F&B") readers.