

Northern Michigan Boat Show and Sale Jan. 14 - 18

The Northern Michigan Boat Show & Sale, held each January at the Grand Traverse Resort & Spa in Acme, is as well-known for being a one-stop extravaganza for all things boating as it is for being the number one show of its kind north of Grand Rapids.

This year, though, look for a few changes and new opportunities as the show takes place beginning Wednesday, January 14 - Friday, January 16 from 11am-9 pm; Saturday, January 17 from 10 am-9 pm; and Sunday, January 18 from 10 am-2 pm.

Spokesperson Liz Carney, owner of Grand Bay Marine in

Traverse City, says that one of the major changes for the show is that in previous years, it has been hosted by the Traverse City Area Chamber of Commerce and sponsored by the Grand Traverse Marine Dealers Association. This year, Grand Bay Marine is serving as the presenter, continuing the tradition of gathering the latest in new products, equipment and accessories for 2004 all under one roof for shopper convenience.

"This is the only one of its kind and the only time in the area that there are so many boats under one roof for customers to view, and we're very proud that so many people

come to this show recognizing that," she stated. "We'll have more than 16 dealers and many different boats and accessories on display, and what we're doing precedes all the other boat shows in the state."

The show will feature more than 100 boats of all makes and models, including fishing, pontoon, yachts, personal watercraft and jet skis. There will be special dealer and manufacturer promotions and rebates, and local financial institutions will be on hand for financing. Because of these elements, Carney says shoppers can take advantage of some of the very best pricing

on new products.

Another focus of the boat show is education on a diverse range of topics all related to boating and being on and in the water. Matteson Marine North is sponsoring nearly 15 different speakers (see related story) who will address topics like global positioning systems, high tech walleye techniques and boater laws and certification, among others. Attendance at the seminars is free after you've purchased a ticket for entrance to the event.

Brand new this year is the first-ever Ship's Store, which will have accessories and parts, inflatables, water skis,

safety equipment and electronics, all supplied by vendors and dealers discounted at promotional prices. "It's a chance to pick up what you need for upcoming season, get a look at some of the latest gear and technology and save a little money at the same time," said Carney.

The show's organizers say they could potentially see as many as 10,000 people visit over the course of its five-day run, and expect to have them travel from all parts of the state to attend. Carney says that the show has very much become something of interest

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