

Grand Bay Marine wins industry recognition in 2003

For Liz Carney, being in the boat business has little to do with awards. But the owner of Grand Bay Marine readily admits that earning some industry recognition for her company's work over the past year brought 2003 to a sweet close, indeed.

Carney opened Grand Bay Marine (GBM) in Traverse City in 1997, after having worked in boating downstate for a number of years and wanting a shot at her own dealership. As a result of having introduced scores of people to boating in the Detroit area, many of whom ventured up this way to enjoy the pastime, she decid-

ed to become a northern Michigan transplant herself.

It proved to be a wise move. In just seven years, GBM has established itself as the largest boat dealer in the region and the state. The company employs a staff of 25 people full time and almost 40 during the boating season at its stores in Charlevoix and Torch River. Carney says she believes her business has been a success because it has never strayed from a very specific focus.

"At Grand Bay Marine, our mission is to provide boating fun, and we pride ourselves on providing affordable recre-

ation for families at the best value," she explained. "There is nothing more important than family time together, and there's no better way to enjoy it. That's why we don't just sell boats. We traffic in everything related to being out on the water, be it free in-water training to learn to trailer, park and dock a boat or hosting a boating rendezvous on Power Island or East Bay."

Carney says that in keeping with that spirit, GBM has tried carrying several different boat lines over the years, and are now proud to say that they believe they offer some of the best in the business.

One of those is Crownline Boats, described by Carney as being the largest independent boat manufacturer in the country, with consistently high ratings by J.D. Power & Associates, a company that measures satisfaction standards for a wide range of industries and products. For 2003, Crownline received their Highest Customer Satisfaction award for small, runaround boats, the same year that GBM donated, for the first time, an 18-foot open bow Crownline runabout boat for the National Cherry Festival to give away for its pin sales program.

"They saw great pin sales and we saw a way to get involved with the community by making that investment with the Cherry Festival," said Carney. "We've also donated to the TBA Career Tech Adult Work Center and the House of Hope. After seven years of the community supporting us, we felt the time was right to begin giving back in a substantial way."

Crownline recognized GBM's community involvement over the past year, and that, along with their sales accomplishments, earned them a recent Crownline Top 25 award,

See **MARINE**, Page 6 ▶

RESTORE THE FINISH ON YOUR BOAT

- Complete Boat, Auto and R.V. Detailing
- Several Packages to choose from

Mention this ad and get 10% Off

Call us at

(231) 929-2686

for Information on Deluxe Detail Service for Boats



2160 Cass Road • T.C. • Across from Sabin School
Mon.-Fri. 8:00-5:00 Sat. appointments available



ESCAPE THE ORDINARY!
With 0% Interest For 18-Months OR Rebates Up To \$30,000 *

FORMULA
by Thunderbird

Sales ■ Storage ■ Service ■ Rentals

Proud to Sell & Service:

Formula and Chris-Craft Boats, Sunstream Hoists
and Arctic Cat Snowmobiles & ATVs

www.dryharbourmotorsports.com ■ US 31 ■ Charlevoix, MI ■ 231-547-0040

*Certain restrictions apply. Program expires March 14, 2004. Rates are subject to change without notice. Approved credit.

DRY HARBOUR
MOTOR SPORTS