

Handberg's Marine

Crane Lake, MN

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2010 Spring Newsletter

Spring Greetings and Happy Easter,

Another boating season is fast upon us and we're excited to get into the swing of the season. We hope this finds you and your family healthy and that you had a good winter. We've tried to pack in a lot of information and hope you will enjoy the news. See you all soon!

From the Service Department

SS-L-What the heck is SS-L ? We'll be sure to clarify that this year for those of you that have a boat in storage. It is Spring Service Launch. It's shorthand for getting your boat out of storage the very first time and servicing the boat for summer use after winter storage.

The timing of a SS-L can be tricky when we're dealing with 200 plus boats. That's why we continue to ask for your help with enough lead time for getting your boat out of storage. One week notice or more is very helpful and necessary at certain times of the summer, especially Memorial Weekend. So when you are planning your first trip to the lake, please try to give us at least one week notice. From the guys in the shop and the gals in the store, Thank You

A Story About Fuel and Octane

As many of you know Handberg's has always had premium fuel available at the dock. Have you ever wondered why? It's not because we want to have the highest price or because we make a better margin on it, it is because it's what we can buy that is best for your engine. Premium is the only product our supplier offers that is NOT oxygenated. The fuel that you buy for your car in Minnesota is required to have 10 percent ethanol (E-10). Off road vehicles and boats are exempt from that requirement. Ethanol is commonly used in fuel to boost octane. As other things were removed from fuel for environmental reasons (lead) octane dropped, ethanol was added back in to bring the octane back up. It has also gained widespread acceptance to reduce our dependence on oil. I hope to shed some light on why we choose to offer a higher grade of fuel to you.

Most newer engines are produced to operate on an E-10 formulation. However the basic properties of ethanol raise many issues in the marine environment. Ethanol is hygroscopic (meaning it has a strong attraction to water), it is a strong cleaner/solvent, and produces less energy (BTU's) than an equivalent amount of gasoline.

Ethanol molecules make a stronger bond with water than gasoline. Ethanol and gasoline will bond and stay bonded in the absence of water. When water is introduced the bond between the ethanol and gasoline weakens. At about 0.5% of water the bond between the ethanol and gasoline breaks. The ethanol will then attach to the water and a process known as phase separation occurs. As little as 1.6 oz of water added to 2.5 gal of E-10 can result in 33.6 oz of unusable ethanol and water in the bottom of the container. There are currently no additives or processes that will remix the gasoline and ethanol. Keep in mind that fuel is pulled off the bottom of your tank, so once there is enough ethanol/water that it reaches the pick up it is

headed to your engine. Ethanol and water mixtures are corrosive to some metals and can damage fuel tanks and engine components. The remaining gasoline is 2 to 3 points lower in octane than in its original state and in most cases below the requirements of your engine. 87 octane E-10 minus 3 points equals 84 octane fuel. Most engines we see have a minimum of 87 octane as a requirement. This situation becomes increasingly important when operating older engines. Gasoline by its nature leaves behind varnish and fuel tanks made of steel and aluminum will rust and oxidize over time. The ethanol will clean and release these contaminants into the fuel system. Remember we are talking about not only your fuel tank but also all the other trucks, tanks, pipes that that fuel has come in contact with on its way to the consumer.

What can we do to limit costly repairs because of fuel related issues? Here are a few ideas. Purchase quality fuel, in Minnesota we can still offer non-oxygenated fuel for snowmobiles and marine use. Fuel filters; add one to your boat if you don't have one already to filter the fuel before it reaches the engine filters. Never reuse a filter, once contaminated change it. Service your filters at recommended intervals. Buy fuel at locations that have good product turnover and newer storage tanks. Use fuel stabilizer regularly not just at the end of season, especially if you intend to store gasoline for longer periods of time. If you suspect water or phase separation, you must drain your tanks to remove it.

Remember the staff at Handberg's is ready to assist you with all your parts and service needs and answer any questions that you might have.

General News at Handberg's

Handberg's is RECYCLING-Finally we will have a recycle center for your aluminum cans, plastics and tin cans, glass bottles and newspapers. We will have the same system as our local landfill. So sort your garbage and dispose of your recycling free of charge. We are really excited to get this going. It has been talked about for a long time and now the time is right to make it happen.

Customer Information Center-Have you ever arrived at the marina and wondered "where is our boat"? We are going to write down the location of your boat on the information board located under the pine trees in the front yard. This will be especially helpful for those arriving after hours when there isn't anyone on the dock. You can also find out local information like current events and community news on the board. Greg built the information center and continues to make modifications.

Website-www.handbergs.com, Web Cam and FaceBook-If you haven't already done so, check out our website and web cam. Become a friend of Handberg's on FaceBook and see current photos and snippets of life here at the marina.

Email-What a great way to communicate, but yet another thing to do. Below are our different email addresses, **but please make sure you receive a response before relying on email communication with Handberg's.** With Greg in the parts room, we are able to have service related communications go to the service department. Again, please don't assume we received or read your email unless you receive a response back from us. Thanks for your understanding.

Jeff-sales@handbergs.com Office-info@handbergs.com

Greg-service@handbergs.com

Boat Rentals-Our Fleet consists of:

2-16' Crestliner Sportsman with 30hp Evinrude E-Tech,
2-18' Crestliner Canadian with 60hp Yamaha 4-Stroke,
1-19' Starcraft with 90hp Evinrude E-Tech (New to our fleet for 2010)
1-19' Alumaweld Stryker with 115hp Evinrude E-Tech.

Please keep us in mind if you have a need for an extra boat.

US Coast Guard-Handberg's will be working with the USCG Auxiliary and Power Squadron to offer Boating Safely classes and Vessel Inspections. Sue and Tom Thurlow, customers of Handberg's, are USCG Auxiliary members and are trained to teach the classes. Sue and Tom have been boating for a long time and have recently become involved with the USCG Auxiliary. Greg and Mary Brisky, our insurance agent, are members of the Power Squadron and offered vessel inspections at Handberg's last year. With the growing presence of the Coast Guard on the Namakin River Basin waters, Sue and Tom's instruction will be refreshing and educational. We will be working with Sue to set dates for this summer. Please check our website for further information.

Floating Docks & Treated Lumber-If you did not know, we offer floating docks and treated lumber for sale. We (Joe) build them ourselves with treated lumber and styrofoam billets. Our standard size of floating docks and base price is as follows: 8'x20'--\$2595, 8'x24'-\$3195, 8'x32'-\$4095 These prices do not include cleats or dock edging. We are currently taking orders for floating docks. Also, if you have a project that requires treated lumber, give us a call for pricing. We are also happy to place a special order for your project, if you need a large quantity or non-standard dimensions.

Boat Canvas and Repairs-We have been working with the same canvass shop, Scott Beard of Tuck n Roll in Eveleth, for about 12 years now. Scott has been working with canvas for 30 years. His craftsmanship is excellent. Scott does repair and replacement of boat tops and covers; marine, automotive and aircraft. If you're thinking about replacing or repairing your boat canvas, give us a call for a quote.

Electronic Newsletter and Statements-We are trying to learn how to send newsletters and statements electronically. The challenging part is setting up a collection of email addresses and storing them, then creating a group or another means of sending them out. So to begin with, we would like to ask if you would like to receive our newsletter by email. Second, would you like to receive your statement by email? If so, would you please send us an email with your name, address, phone number and email address? By gathering all that information, we will be able to check or update our current database and create a new one for newsletters and statements.

Personal Growth and New Ventures-Jo Ann and Lori both have a couple new things going on they'd like to tell you about.

Jo Ann has made her house available for rent during the open water season. After a long process of updates and elbow grease, Jo's house is available for weekly, monthly or seasonal rent. Check out www.lakehouserentalminnesota.com to see what is available.

Lori has obtained her credentials to offer scenic boat rides for hire. She is now offering boat rides to Kettle Falls, Lac La Croix or custom travels. In addition to boat tours, she is

offering hiking and kayaking for those who just don't care to go alone. Crane Lake Adventures is the name for her endeavor. Stop in and visit with the ladies about their new ventures.

Gifts/Shirts/Ice Cream Cones-We're excited to set up the store for summer. Jo Ann, Lori and Jo's niece Denise, just returned from the Gift Mart. Our motto is to try to keep the prices down and have useful things.

We found some fun stuff along with some of the traditional items. We will continue to carry some of our regular items like Tervis Tumblers, Etched Wine Glasses, Puzzles, books and picture frames, but wait until you see the new stuff.

Something a little different in the clothing department, we placed half of our order with a new company; and if you like caps, we've got a selection.

Be sure to come in and check out all the new gifts and clothing and to see what flavors of Ice Cream are on hand!

From the Office

Statements – Again, we are asking that your monthly statement be paid with a check rather than a credit card, to help us keep costs down for all our customers. As always, we welcome the use of credit cards for incidental charges like gas, gifts, etc. Also, we do ask that your monthly statement be paid in full every month. We have begun accessing a 1-½% finance charge for statements over 30 days out. If you need to make arrangements to pay your bill, just call; we'll be happy to set up a payment plan. Thank you for your help and understanding.

In Closing

Thank You-Two simple words with such huge meaning. We sincerely appreciate your continued business. Many of you are very long time customers, even generational, and many of you are fairly new. To all of you, we would like to let you know that we are grateful that you choose Handberg's to care for your boats and motors and thank you for using our facility as your launching point. We continually strive to stay current with changes in motor technology and endeavor to make improvements at Handberg's. We also want you to know how thankful we are for the wonderful crew we work with and believe it's important to have employment opportunities at Handberg's.

Here's to a great boating season for 2010!