



SYKES RACING NA

July 2009 Customer Newsletter

There are some interesting changes starting this month, and I'm hoping to get this newsletter out early enough in the month to let as many folks know as possible before you see the changes in your invoices or on the websites.

The most significant change is that one of our partner firms – The Boat Works at Shackamaxon – will be handling all of your parts and accessories needs. This will make ordering parts faster and easier for all of our customers through their online store and expanding resources.

Also in this Newsletter:

- Changes in boat pricing
- Changes in RTO rental rates
- Regatta rentals and rates
- **The 2009 90/10 Sale**
- Container-delivery timing for 2009-10
- Spring 2009 Highlights
- What's afoot with the footstretchers?
- Packing lightly: New seat-height packers
- 5,000th Boat Contest

PARTS HANDLED BY THE BOAT WORKS AT SHACKAMAXON

So how does the outsourcing of parts get you the parts you need more easily and faster?

Shackamaxon is currently building an online store as well as a physical retail store in its shop in Philadelphia. The goal is to handle parts for many different makes of boats eventually, and Sykes is the logical place to start. As of July 2009, Shackamaxon will have part inventories for Sykes boats bigger than I have ever held in the past.

The on-line shopping cart for parts and accessories – something I had hoped to eventually do for years – is going to make shopping for parts easier for you. You don't need to email me to order. You can always email me with parts inquiries, confirming what part you need, but if you know that you just need a couple fins or bowballs, you can go online with your credit card and the stuff will ship the next business day.

The online website won't be available until early August, by my estimations, but if you order parts from me, everything will work as it usually

has, but you'll get an invoice from the Boat Works at Shackamaxon. Once the online store is up at www.shackamaxonboatworks.com, the parts link at www.sykesna.com will redirect you to their website.

The other benefit is that Shackamaxon has a staff of three folks and it's growing. They will be able to help you faster than I will on shipping parts, particularly while I'm on the road handling deliveries and sales. Oh, and I'll always keep a supply of parts with me in my travels, so you'll still have the same service for regattas and delivery runs. The billing will just come from Shackamaxon.

3RD QUARTER 2009 PRICING GOING UP SLIGHTLY

Whether it is commodity-price speculation based on a faster economic recovery expectations that has driven the AU\$ up, or it is concerns about the US\$ driving it down, the exchange rate is bumping up prices again; *see the following page for new pricing.*

RENT-TO-OWN RATES CHANGE

Rental rates for the rent-to-own trial programme are going up to 3.5% of the boat's price from 2.5%. This is a more permanent change than the pricing change which is only based on exchange rates. I'm doing this to account for depreciation on items like shoes, which take a sizeable hit once they are used. *Those who end up buying boats on the RTO are unaffected by this change since 100% of all rent payments go toward the purchase price in any case.*

The bond on rent-to-own deals remains 25%, and that won't change any time soon.



Tony Santiago, Shop Manager at Shackamaxon, is known to many Sykes customers over the last two years when they have had a boat repaired at the Philadelphia facility

2009 Price Sheet

Updated: 24. Jun. 09

Prices Effective for Boats & Products Delivered between July 2009 through September 2009
All Prices US\$, FOB the Delaware River Ports for customers choosing to pick up their boat.

All other customers should be aware that they are responsible for paying local sales/use taxes.

Boat Prices

Boat Class Rigging >	HC		HKCC		HKC	
	Alloy Wing	3-stay Alloy	Alloy Wing	3-stay Alloy	Alloy Wing	3-stay Alloy
Single	\$8,825	n/a	\$8,269	n/a	n/a	n/a
Pair	\$12,546	n/a	\$11,519	n/a	\$10,991	n/a
Double	\$13,108	n/a	\$12,279	n/a	\$11,883	n/a
Four w/o	\$17,623	\$19,010	\$17,069	\$17,790	\$16,699	\$16,976
Four w/ Quad	\$17,878	\$19,357	\$17,240	\$18,137	\$16,815	\$17,324
Eight	\$18,677	\$19,047	\$18,067	\$18,270	\$17,660	\$17,753
Eight (m40, m27H)	\$31,549	\$32,682	\$30,733	\$32,002	\$30,190	\$31,549
	\$32,455	\$33,588	\$31,640	\$32,908	\$31,096	\$32,455

Conversion Rigging (*id est* 2-/2x): \$467 per sculling wing; \$576 per sculling 3-stay set; \$594 per sculling Q/R

Construction Explanation, Features, and Options

Construction	Description of Main Structural Materials	% above FISA weight	
		Lwt. Hulls	Hvy. Hulls
HC: Carbon (some Kevlar) from bow to stern over Nomex honeycomb.		0.00%	0%-2.5%
HKCC: HKC construction, w/ carbon cockpit & HC fittings		0.00%	0%-5%
HKC: Kevlar from bow to stern over Nomex honeycomb, with carbon reinforcing		0%-2.5%	2.5%-7.5%

Non-white Colours: these charges are in addition to the price above

Decks Only	Singles = \$300.00	Doubles = \$410.00	Fours = \$560.00	Eights = \$790.00
Decks & Hull	Singles = \$450.00	Doubles = \$620.00	Fours = \$760.00	Eights = \$990.00

Features and Options (Summary)

Construction	Warranty ¹	Weight ²	NK ³	Coxmate ⁴	Carbon FS ⁵	QR-rigger ⁶	Carbon Seat ⁷
HC	5-year	0%-2.5%	standard	standard	standard	\$127.00	\$0.00
HKCC	5-year	0%-5%	\$110.00	standard	standard	\$127.00	\$0.00
HKC	5-year	0%-7.5%	\$110.00	standard	n/a	\$127.00	\$35/seat

¹Warranty against flaws in craftsmanship and materials; not including usual wear and tear on moving parts.

²Weight is given as a percentage over the FISA minimum.

³Neilsen-Kellermen Speedcoach harness for COXLESS boats.

⁴Coxmate speaker harness for coxed boats; where not standard.

⁵HKC has varnished plywood footboards.

⁶Additional charge for Quick-release Alloy Wing Rigger: made by RowFit.

⁷All boats come with synthetic seat tops; the fee shown is the upgrade to the carbon seat tops

REGATTA RENTALS

For those interested in renting boats at regattas, that rate has remained unchanged at 2.5% (for used boats). No bond is necessary for regatta rentals, but the renter is responsible for damage incurred at the regatta up to \$1000.

Regatta rentals are available for Royal Canadian Henley as well as US Masters Nationals in Camden County, NJ. If you are interested in renting boats for those regattas, you should plan on doing so sooner than later as we don't have

many boats available for rental except single sculls.

To figure out whether it is more reasonable for you to rent rather than to transport your own boat, consider the following: 2.5% of the price of a boat and the following estimate for transport:

Royal Canadian Henley: \$40/seat
Masters Nationals: \$0/seat
Head of the CHARLES: \$40/SEAT

THE 2008 80/40 SALE REVISITED AS THE 2009 90/10 SALE!

Last year I ran a successful sale on delivery charges called the 80/40 Sale: delivery charges were only calculated from the nearest exit off of I-80 or I-40 rather than from Philadelphia. It may not immediately impress you as a substantial savings, but some folks saved more than 10% on the total cost of buying a single scull.

This year, I'm repeating that sale, but this time along I-90 and I-10.

All delivery charges will be calculated from the closest exit of either freeway. I prefer this kind of sale as I feel it better fills my obligations to customers throughout all of North America. It also helps make the August-September's trailer trip around the country more predictable for me.

So if you're in Boston or Vancouver, Phoenix or Jacksonville, this is your opportunity to save some serious dosh on the cost of a boat (new or used). The sale applies to both cash sales and payment plans. While I've planned my delivery run for the end of August through the whole month of September, the sale runs for the whole third quarter (July – September), as we can make some Northeast deliveries in July-August.

The list below is about as complete as it's going to be for the sale. There may be some late additions for trade-ins and such, but in that case keep an eye on the boat inventory list on www.sykesna.com.

AN ADDITIONAL CONTAINER FOR LATE IN 2009

I usually take in my last container for the year at the end of the summer since the fall season is so short. This year I'm going to be adding one more that I hope to have on hand in November.

My goal is to get boats to areas in the West Coast and the South for winter use and then have the following container arrive into Philadelphia in late March for school and colleges in that region that are just getting on the water then.

In the past, I've taken delivery of a container in February for my winter delivery run, and then tried to follow-up shortly thereafter with one to arrive in Philadelphia in April for the schools and colleges in the East. This has always been a challenge for the factory since these two



The I-90/I-10 Sale hits several of North America's top rowing centres, including Seattle and Boston, as well as big cities like Los Angeles, Chicago, and Houston.

orders coincide with the Australian spring/summer, which is their busiest production time.

This change means that I'm planning another delivery run out to the West Coast at the same time as the December USRowing Convention in Tempe, AZ. (FYI, the host organisation is arranging to have boats available for rowing during the convention when day-time highs will likely be in the 70s. So bring your tight shorts if you are planning to attend.)

If you want a boat-specific order to make it in either container, please plan on having placed your order by the following dates:

Mid-November '09 Container – order by early-August

Late March '10 Container – order by early January

I'll continue to try to have boats in stock to cover needs as they arise – more than 70% of my sales come off the racks rather than built-to-specification orders. There is only one way to make sure that I have what you need when you need it, though: place a custom order.

PERFORMANCE HIGHLIGHTS FOR SPRING 2009

Historically I've avoided referring to the outstanding domestic performances by my customers in this newsletter, but that's because I don't know how everyone has done everywhere and I don't want to miss anyone. While I'm sure I'll misreport something here, I'm going to take a stab at some top performances at the championship regattas that were raced this spring.



University of California Berkeley men's rowing team training on the Oakland/Alameda estuary in their M7+ and M9+H Sykes fours. Their varsity four won at the Intercollegiate Rowing Assc. Championships at Lake Natoma last month.

Elite-level, Nat'l Selection Regattas:

Brett Sickler (CRC) won the W1x at NSR1 in a Sykes M20M

Glenn Ochal and Sam Stitt (PTC & CRC) won the M2x at NSR2 in a Sykes M13HH

Collegiate, Intercollegiate RA Championships:

University of California Berkeley men won the men's varsity 4+ at IRAs in a Sykes M9+H

Juniors, USRowing Youth Nat'l Championships:

Lake Union Crew won the LM2x in a Sykes M29

Pocock RC took second in the W4x in a Sykes M9M

NorCal Rowing took second in the M2x in a Sykes M13M

Lake Union Crew took third in the M4x in a Sykes M9M

Archbishop Predergast HS took third in the W2x in a Sykes M13L

Lakeside HS took third in the W2- in a Sykes M13M

There were additional stellar performances at Scholastic Nationals and the Stotesbury Cup Regatta, but in listing those I recognised it may be too many to list concisely and there is a regional bias therewith.

It's at this point that I must emphasise that I'm not stating that these folks needed a Sykes to perform as they did, but more so to make the point that Sykes is hardly a peripheral player in the North American boat scene these days. Many of you have been comfortable with buying from Australia's best boat builder for years, but there are still folks who wonder about our foothold in the North American market. These days, it's pretty firm from juniors to masters and including the elites, as we have had from the start.

WHAT'S AFOOT WITH THE FOOTSTRETCHERS?

If you've been a customer since 2004, you may have noticed we've changed the footstretcher part several times. Prior to 2004, we were using the varnished footstretcher

board in every one of the construction models. Now we just use them only in the HKC models.

The plywood stretcher board is stiff and durable, but it's also heavier than a fully carbon part. It also involves more hardware in it's assembly to hold the crossbar to the board and to allow it some measure of rake adjustment.

We had long been looking for a lighter composite material stretcher board, but were not finding many that were structurally stiffer and cost effective. Historically we found that any give/flex in a footstretcher tends to come in connections in the assembly, like between the stretcher board and the crossbar. As a solution, Sykes designed it's own footstretcher for singles, pairs and doubles.

The Sykes footstretcher of that time period was an infusion-moulded single-piece carbon composite stretcher board. The single-piece construction solved just about every issue of stiffness because there were no moving parts. Conversely, the single-piece construction made adjusting the rake of the stretcher board less elegant and also made moving the board fore and aft more difficult.

The biggest difficulty for Sykes with these boards is that they were very expensive to make as they were not an easy part to mould. We also didn't make them for the fours and eights because the these boats have numerous different lengths for the crossbar at the different seat positions. This would require a separate mould for just about every seat.

In 2006, I introduced Sykes to the Dreher stretcher boards made by Durham Boat Co. in New Hampshire. By 2007, Sykes had contracted with Durham to make our carbon footstretchers for all of our big boats in the HC and HKCC construction. These boards are almost identical in shape to our plywood stretcher boards, particularly in how they have three bolts on to which the shoe plate attaches. Those bolts go straight through the crossbar to minimise any movement between the board and crossbar.



The 2007 Dreher carbon footstretcher board (shown with crossbar and carbon keel bracket for rake adjustment) for Sykes is used in all Sykes multiple-seat boats, except the M29 2x.

As of this year, and largely because the folks at Dreher can produce their high-quality parts for less than we can, we stopped producing our own stretcher boards for the small boats and decided to use the existing 2005 Dreher board and carbon shoe plate. This footstretcher assembly is highly adjustable, looks great, and weighs less than any of our other options.

I've noted two down-side issues with this assembly in our single sculls (all the other boats using Dreher's Sykes 2007 carbon stretcher board), is that the shoes can almost be too wide for some rowers and the bottom of the stretcher board is a little high and some folks' shoe heels will hang an inch off the bottom. This isn't a functional concern so much as an aesthetic one.

So, as of mid 2009, Dreher is now moulding a separate stretcher board for the Sykes sculls and M29 doubles. It's a little longer to account for the way the



The 2005 Dreher carbon stretcher board was designed to work in boats off all types. It's narrow enough for a Sykes 1x, and when used with the Dreher carbon shoe plate the feet are wide enough to be comfortable for any big boat users.

footstretcher fits in our boats – Sykes single sculls have a higher location for the crossbar than other boats so we can get the shoes wider.

PACKING LIGHTLY: NEW SEAT-HEIGHT PACKERS

One thing you learn about in this business is that the slightest change in parts and fittings typically affects other parts and fittings. The case of changing our seat tops to the Dreher carbon seat tops from the timber Martinoli seat tops is just such a case.

The Dreher seats are thinner than those they're replacing, and so we had to pack them higher above the undercarriage to get the seats to the proper height. Furthermore, the Dreher seat is not flat on the bottom and those two factors meant that the foam-core seat packers we have been using for years just don't fit as well.

We're now using four independent plastic packers to space between the undercarriage and seat top. So far, this seems to work better.

If what you have is working fine, no worries. If you feel some play in the seat top, you may want to either tighten the screws or replace your seat packers eventually. These seat packers come in two heights – 6mm & 18mm – to match what we had in our thin and thick foam-core packers before.

THE 5,000th BOAT CONTEST CONTINUES

I know most of you are well out of the running to win the 5,000th Boat Contest. In fact, there are only two contestants left: one from Oakland and the other from San Diego.

We're within the the final 100 boats, as boats in the low 4900s are on the floor at the factory now. We may be announcing a winner in the next newsletter in two months... or possibly in four.

For those new to the newsletter, at the end of last year people made guesses as to when the 5000th Sykes boat would be built. There is prize money on the line.



Inventory of Boats

Boats Presently in the Philadelphia Warehouse & En Route

The Prices reflect the 3rd Quarter Price Increases

Prices valid on boats with deposits made before 1 October

25. June 2009

	1x	Rig	Year	Colours	Notes	
1	KC26LL	wing/qr	2005	Red Hull/Decks	repaired trade-in	\$5,686
2	KC26LL	wing/qr	2009	Peacock Blue Decks		\$8,396
3	KC26LL	wing	2009			\$8,269
4	KC26LL	wing/qr	2009			\$8,396
5	HC26L	wing/qr	2009		used	\$8,163
6	KC26L	wing/qr	2009			\$8,396
7	KC20L	wing	2009			\$8,269
8	KC20L	wing/qr	2009			\$8,396
9	KC26M	wing	2008		used	\$7,649
10	KC26M	wing	2008		used	\$7,649
11	KC20M	wing	2009		used	\$7,649
12	KC20M	wing	2009			\$8,269
13	KC20M	wing/qr	2009			\$8,396
14	KC26LH	wing/qr	2009			\$8,396
15	KC20LH	wing/qr	2009			\$8,396
16	KC20LH	wing	2009			\$8,269
17	KC20LH	wing/qr	2009			\$8,396
18	KC26H	wing	2008		used	\$7,649
19	KC26H	wing/qr	2009			\$8,396
20	KC26H	wing	2007		used	\$7,075
	2-/2x	Rig	Year	Colours	Notes	
1	KC29	2x	2008		used	\$11,358
2	KC13L	2-/2x	2008			\$11,519
3	KC13M	2x	2007		used	\$10,506
4	KC13M	2x	2007		used	\$10,506
5	KC13M	2-/2x QR	2007			\$11,090
6	KC13H	2-/2x	2009			\$12,453
7	KC13H	2-/2x QR	2009			\$12,961
8	HC13HH	2-/2x	2009			\$13,480
9	KC13HH	2-/2x QR	2009			\$12,961
	4x/4-/4+	Rig	Year	Colours	Notes	
1	HKC10M	4+/4x+ QR	2005			\$13,422
2	HKC9M	4x QR	2007	light blue decks	used	\$15,045
3	KC9M	4x wing	2009			\$18,067
4	KC9+H	4+ wing	2008			\$17,240
5	KC9H	4x wing	2009			\$18,067
6	HC9HH	4-/4x wing	2009			\$19,491
	Coxed 8	Rig	Year	Colours	Notes	
1	HC40L	wing	2009			\$32,455
2	KC40L	wing	2009			\$31,640
3	HC40M	wing	2009			\$32,455

* KC is an abbreviation for HKCC