

LEADERS

and

Legends



The world of boating has attracted impressive individuals who've helped to make this the sport we enjoy today. To mark our 50th Anniversary, we're profiling 50 of these innovators and newsmakers. This month, we introduce you to 27 of them; look for more in our upcoming issues

By Carol Newman Cronin, Tim Murphy, Michael Vatalaro, E. Mertz, Bill Roche, Bernadette Bernon



STEVE AND DORIS COLGATE

Teaching The Joy of Sailing

When 27-year-old Doris Horecker signed up for a sailing course in the 1960s, she had no idea she'd end up marrying her instructor, Steve Colgate – and joining his business, Offshore Sailing School. Colgate, an Olympic sailor, sailed in an America's Cup campaign by the time they married in 1969, and in another the next year. Later, in the disastrous 1979 Fastnet Race that claimed 15 lives (see page 52), Steve's crew not only finished; they won their class.

In the decades since they became a team, the Colgates have sailed thousands of miles together and taught more than 130,000 people to sail, expanding the school from its original two boats in City Island, New York, to eight locations ranging from the U.S. East Coast to the Caribbean. Their Colgate 26 distills three decades of their experience; today military and maritime academies use it to teach sailing to cadets. Doris's book, *Sailing: A Woman's Guide*, addresses the different ways men and women learn; in 1990 she founded the National Women's Sailing Association, and continues to champion “the freedom, sense of self-esteem, and confidence” built into learning to sail.

“The more you sail, the more you want to share it with others.” – DORIS COLGATE

PHOTOS: OFFSHORE SAILING SCHOOL (LEFT), MARIANNE PAPA

A man, Tibor "Ted" Juracsik, is shown from the waist up, wearing a light blue long-sleeved shirt, khaki pants, a black baseball cap, and sunglasses. He is holding a fishing rod with a large, silver fly reel. The background is a clear blue sky with some light clouds. A red horizontal bar is located below the quote in the top right corner.

**"The old masters always told me
the most beautiful machines
have the least moving parts."**

TIBOR "TED" JURACSIK
Perfecting The Saltwater Fly Reel

Saltwater and fly reels didn't get along in the early days of the sport. But Ted Juracsik – a Hungarian tool-and-die maker (and enthusiastic fly fisherman) who'd fled Soviet persecution in the 1950s – changed all that. In 1976, his Billy Pate Fly Reel was introduced, named after Juracsik's fishing buddy and the renowned fly fisherman who went on to set many world records with Tibor's equipment. Eight hundred world records have been set using Tibor's reels, surpassing any other fly reel in history. The reel itself hasn't changed from its initial design 40 years ago, a testament to its original execution. Ted's still fishing at 79, and his family business, Tibor Reel Corporation, continues to be a leader in producing high-quality fishing reels worthy of the old masters.

**ONLINE
EXTRA**

The Colgates,
with the
BoatU.S. Foun-
dation, offer an
online learn-to-
sail course.
[www.BoatUS.
org/Courses](http://www.BoatUS.org/Courses)



LIN & LARRY PARDEY “First Couple” Of Cruising

Just three days separated the Pardeys’ 1968 wedding and the launch of their first boat, *Seraffyn*, which they built themselves. Since then, little has separated Lin and Larry Pardey. Their inspirational voyages, shared in a dozen books and hundreds of articles, helped shape cruising under sail for 30 years. They sailed small, engineless wood boats. In retrospect, it’s remarkable that a couple with tastes so far out of the mainstream became icons for a generation of sailors. Genset? Watermaker? Refrigeration? Nope. In lieu of gadgets, they showed just how far applied craftsmanship and good seamanship could take you. They have sailed around the world, twice.

The Pardeys, now in their 70s, live on an island near Auckland, New Zealand. Parkinson’s has slowed Larry, but Lin remains full on: among other pursuits, creating a boat club and founding L&L Pardey Publications, a platform for the next generation of sailing writers. On her Facebook page, she recently posted the words from a sign at the boat club she helped found: Through Discipline and Adventure to Happiness. “That,” she wrote, “describes the man who shared and helped create the best 50 years of my life.”

“Go simple, go small, go now.”

ZANE GREY Author & Big-Game Fisherman

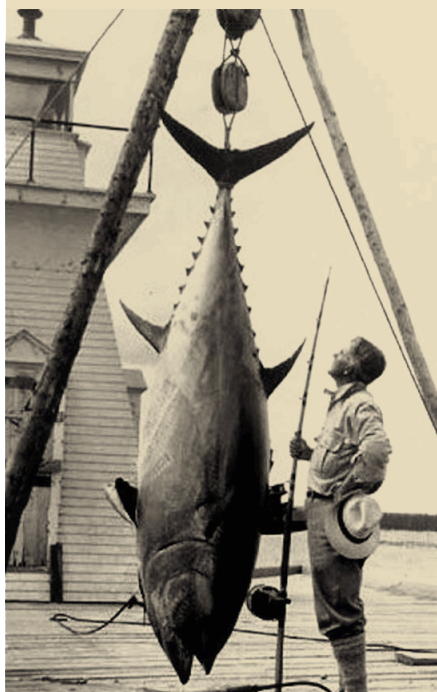
For the author who earned the reputation as “the father of modern big-game fishing,” it was writing about the desert that made it possible for him to fish the world’s oceans. Zane Grey spent the royalties from his popular western novels (including bestseller *Riders of the Purple Sage*, 1912) on expeditions to places with deep water and big fish – the Keys, Nova Scotia, Tahiti, New Zealand, Australia – then used his writing talents to bring those adventures to life. He published 89 books, both fiction and non-fiction, including eight fishing books.

Grey set 14 deep-sea-fishing records in the 1920s and ‘30s, and was first to catch a 1,000-pound fish on rod and reel. His achievements popularized a new sport: light-tackle fishing. He also was one of the first to advocate for releasing any fish that wouldn’t be eaten – perhaps to make up for an unfortunate earlier habit of

“Hope burns always in the heart of a fisherman.”

life a time when both desert and ocean hid unknown mysteries.

harpooning bottle-nose dolphins. His records have since fallen, and fish sizes have dwindled. He died in 1939 at age 67, but Grey’s books still bring to



DENNIS CONNER Transformed The America’s Cup

Above all, the man who became known as “Mr. America’s Cup” wanted *No Excuse To Lose* – not coincidentally, the title of his third book. He sailed in 10 Cup races and won the Auld Mug four times. Conner, now



74, is credited with transforming the America’s Cup from amateur to pro; his 1980-1983 campaign was the first to replace traditional summer “gentleman” crews with full-time teams.

He lost the Cup twice, most memorably in 1983, when his slower boat, *Liberty*, ended a 132-year U.S. winning streak at the hands of *Australia II*, sending the Cup out of America for the first time in living memory. No one knows if he was asked to use his teeth to remove the bolts holding the Cup in place at the New York Yacht Club, as legend predicted would be the losing skipper’s fate. He won and reclaimed the trophy four years later, bringing it home to an American hero’s welcome: In 1987, he was on the covers of both *Time* and *Sports Illustrated* and was named ABC Wide World of Sports Athlete of the Year.

“When I go out, I thrash the boat around the course. I punish it. I’m likely to crash it into other boats. Boats are simply a means to an end. A boat’s performance has a lot to do with my happiness.”

"No one had ever seen powerboat performance to approach it. I know I hadn't."

— DICK BERTRAM



RICHARD BERTRAM & C. RAYMOND HUNT **Innovators Of The Deep-V**

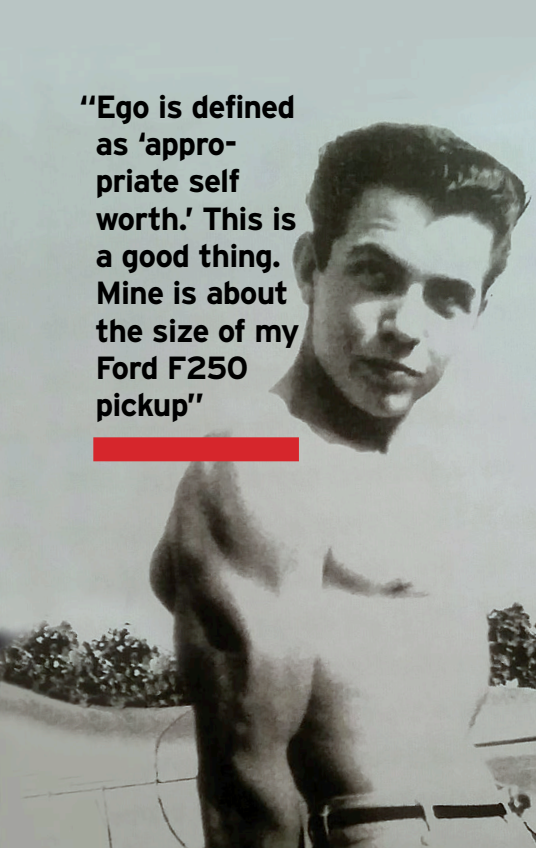
On a gusty Bahamas day in April, 1960, two men — yacht broker Dick Bertram (above, left), and revolutionary designer Ray Hunt (right) — changed powerboating forever. The seas during that Miami-Nassau Race were running eight to 12 feet; it was blowing 30. Most of their competitors never finished the race. Bertram and his mates weren't having an easy time, either, but their 31-foot *Moppie* made Nassau in eight hours flat, two hours ahead of the following boat, breaking the record by four minutes.

Moppie was an innovation: the first fully conceived expression of the Hunt-designed deep-V hull. Its benefits: minimal pounding in a seaway, sure steering in displacement and planing modes, ample buoyancy in the forward sections to prevent burying, a high chine and lower spray strips to knock down spray. These deep-V features were well-exhibited in that fore-runner to the Bertram 31. Since then, they're the features of numerous knockoffs.

When the two men teamed up to build *Moppie* for the Nassau race, Hunt had already burnished his credentials in both sail and power circles, with the *Concordia Yawl* (1938) and the unsinkable *Boston Whaler 13* (1956). But *Moppie* changed everything. Dick Bertram was the man who could not only recognize a good idea when he saw it — he could sell it, too. Madison Avenue loved him: His face sold Camel cigarettes from a Times Square billboard; he appeared in full-page magazine ads selling Hennessy Cognac. "The country's economy may take a nosedive and people may go broke," Bertram once said. "But the records show that even in the worst financial crises, there is always a man ready to buy a boat. And I'll be there to sell it."

Over 16 years, Dick Bertram built and sold 1,860 Bertram 31s, still regarded as a watershed model. Fully a quarter of his clients, he reckoned, had never owned a boat before. Today, years after her champions' passing, *Moppie's* descendants and the lessons of that 1960 race can be seen in every deep-V hull that passes you by on the water.

"Ego is defined as 'appropriate self worth.' This is a good thing. Mine is about the size of my Ford F250 pickup"



CLAYTON JACOBSON II *Invented The Jet Ski*

In the late 1960s, banker and motocross enthusiast Clayton "Clay" Jacobson, a second-generation Norwegian immigrant, grew tired of falling off his dirt bike onto the hard California-desert sand, and began to think motorbiking on the water would be more appealing. Within a few years, he'd created both the Sea-Doo and Jet Ski. The first-version Sea-Doo was, literally, a flop; with its rounded hull and underpowered motor, it earned the derisive nickname "The Turtle." When original producer Bombardier bowed out, Jacobson licensed the stand-up version to Kawasaki.

The Jet Ski became a smash hit, with sales totaling more than \$800 million in the first 20 years. In 1975, Jacobson and Kawasaki engaged in a two-decades-long fight over patents that culminated in a 1992 out-of-court settlement, after which more companies began producing water-jet-powered craft, including Yamaha and Honda. Even Bombardier returned to making Sea-Doos, successfully this time. At one point, the Sea-Doo was the best-selling watercraft on the planet. Jacobson, now 81, says he doesn't have many complaints about life. How many bankers can say they brought smiles to so many faces?

RICHARD SCHWARTZ *The Boater's Advocate*

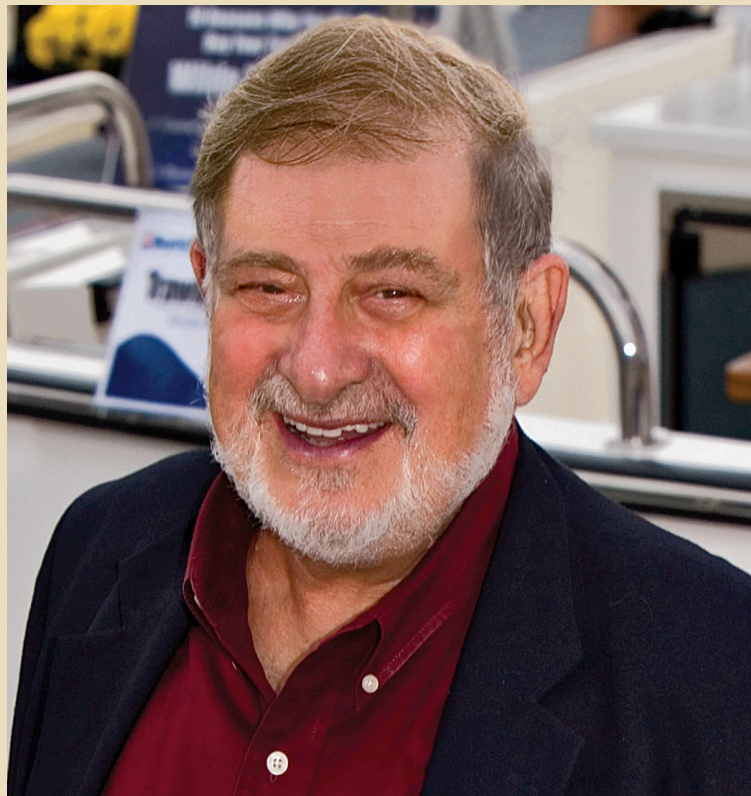
On a day in 1963 when the weather was right for boating, Richard Schwartz discovered something very wrong with the boating industry. The young anti-trust lawyer had headed out on the Chesapeake looking forward to a day on a friend's new boat. But not far from the dock, they were boarded by a Coast Guard patrol. Richard's friend was cited; his boat had an inadequate engine-compartment ventilation system. Young Richard was outraged.

"It turned out that boatbuilders had no liability for meeting government safety regulations," he said. "And the Coast Guard couldn't make manufacturers comply. So what was the Coast Guard doing about it? They were going after the boat owners! Outrageous!"

Schwartz soon discovered that recreational boaters had no organization to represent them. So in 1966, with Richard Ellison, he co-founded the Boat Owners Association of The United States (BoatU.S.) to do just that. The fledgling organization gained momentum on Capitol Hill, and in 1971 its first big victory came when President Nixon signed the Federal Boat Safety Act into law. That landmark legislation, which Schwartz helped write, gave the Coast Guard authority to regulate boatbuilding and create the Coast Guard Office of Boating Safety.

Schwartz knew that standing up for boaters on Capitol Hill wasn't enough, and over the next five decades, he steadily expanded the benefits and services BoatU.S. offered its members. Early on, he added boat insurance, a chain of marine-supply

stores, a consumer-protection department, and later a nonprofit boating-safety foundation. When Congress passed a law forbidding the Coast Guard to tow disabled recreational boats, Schwartz created a network of towing-assistance vessels to come to the aid of members coast-to-coast. Today, everything offered to boaters through BoatU.S. is the result of Schwartz's vision — and a fateful Coast Guard boarding more than 50 years ago. Schwartz died in 2015, at 85.



"It made no sense, but the Coast Guard could only enforce safety standards after the boat was in the water!"



To learn more about these people and find lots of photos and interesting details, visit this story online.
www.BoatUS.com/Magazine



Horgan's Shake-A-Leg organization serves kids, people with disabilities, veterans, the disadvantaged, and many others.

HARRY HORGAN Accessibility Pioneer

In the early 1980s, young Newport, Rhode Island, sailor Harry Horgan was in a car accident that left him paralyzed from the waist down. He was 22. Instead of feeling sorry for himself, he got motivated. Harry had two immediate goals: walking with leg braces, and skiing. He struggled with walking but, using adaptive equipment, easily mastered skiing. "It was the same exhilaration I felt when I was able-bodied," he said. Then he had an idea: Why not do this with sailing? In 1986, he started a summer sports program and a nonprofit organization in Newport called Shake-A-Leg. Its objective: to help others overcome devastating injuries, largely through sailing. Horgan used his insight to help design an adaptive sailboat, rigged to accommodate disabled sailors, called Freedom Independence.

In 1990, Horgan moved Shake-A-Leg to Miami, Florida, to start a year-round program. Today, the Shake-A-Leg Miami (SALM) Community Watersports Center serves not only people with disabilities but disadvantaged children and their families, veterans, and others. It offers programs centered around sailing and watersports in and around Biscayne Bay and has inspired similar non-profits around the country. Harry, now in his 50s, is the organization's executive director – still working hard to make dreams come true.

"My dream...was to create a place where people like me could improve their functionality and gain independence."

RANDY REPASS Master Of Retail

How do you turn a garage-based, mail-order rope business into a national chain of marine stores? The answer: Redefine the marine buying experience. In 1975, Randy Repass hired boat-savvy, friendly staff to work at West Coast Ropes, his clean, well-lit Palo Alto store. When customers asked for additional products — like anti-fouling paint, cleaners, and hardware — he quickly expanded the product line and renamed the company West Marine. Forty years later, the name is

"The boating industry gave me the opportunity to really enjoy my work and interact with customers who shared my interests. I was having a blast and building a business at the same time."



a "boathold" word for water enthusiasts everywhere. Still focused on outstanding customer service, West Marine has become the world's premier Waterlife Outfitter, offering its customers everything they need for their life on the water, with more than 260 store locations in 38 states and Puerto Rico. It serves more than 150 countries with its eCommerce and special order divisions. Along with legions of loyal customers, it looks like Randy Repass is still having a blast.

"Even if you don't catch anything, you catch a little piece of life when you fish."



JOHN BREAUX

For Three Decades, Boating's Favorite Senator

Full disclosure: Former U.S. Senator John Breaux is a card-carrying member of BoatU.S. He's also personally responsible for an Act of Congress that has improved boating for millions of adults and kids around the country. Enacted in 1984, the Wallop-Breaux Act – a name he still laughs about – established that user fees must go directly back into boating improvements. Since then, federal taxes on fuel and fishing gear have helped fund new boat ramps and pump-out stations, restored fishing habitats, protected wetlands, and provided boating education to millions of youngsters around the country.

During his three decades in Congress, Breaux established himself as a centrist, even helping recreational boaters and recreational sport-fishermen, two groups that historically hadn't played well together, see the benefits of presenting a united front. For him, boating should unite us all, as well as help to close the generation gap. "You can't play tennis, golf, or football with kids when they're six," he said. "But you can fish with them, even if it's just with a cane pole – or you can take them out on a boat."

PHOTOS: LSU (ABOVE), BILL DANCE OUTDOORS



BILL DANCE Fishing Ambassador

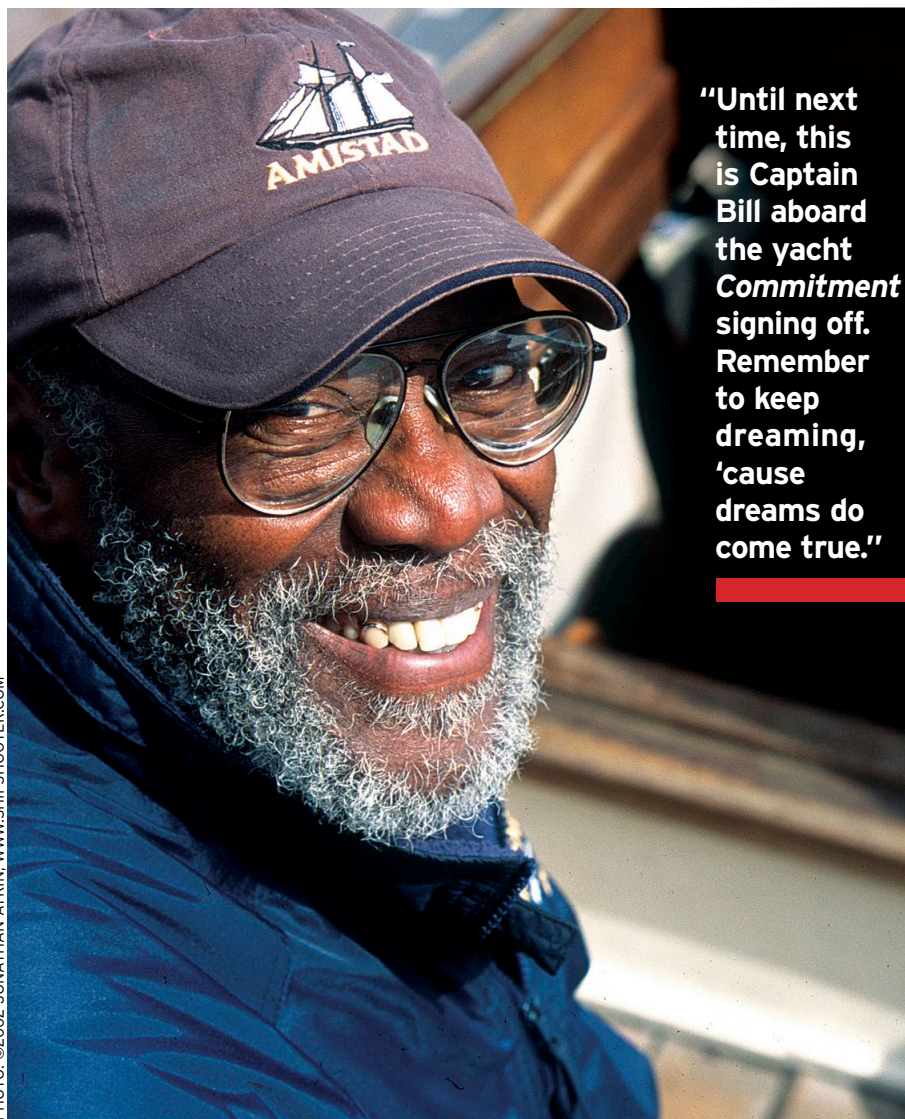
Seeing "Bill Dance Outdoors" on TV may make you think it's all fun and games. But the 75-year-old Lynchburg, Tennessee, native and crew spend as many as four days on the water to create each 25-minute episode of the popular show, which has been on the air since 1968.

More than 2,000 episodes later, with 18 million viewers tuning in weekly on NBC Sports, Dance still entertains and educates, teaching his audience the finer points of bass fishing. If that were all he offered, the show might've ended long ago. Instead, Dance's good nature and humor, often at his own expense, have made him an ambassador for his sport and one of the world's most famous fishermen. Along with his viewers and fans, it's evident he's still having a colossally good time.



PHOTO: ©2002 JONATHAN ATKIN, WWW.SHIPSHOOTER.COM

"I've got to be careful not to let this job turn into work."



"Until next time, this is Captain Bill aboard the yacht *Commitment* signing off. Remember to keep dreaming, 'cause dreams do come true."

BILL PINKNEY African-American Circumnavigator

With that signature salute, 56-year-old sailor Bill Pinkney became a champion, not only for an incredible sailing feat, but for the thousands of school kids who followed his voyage. In 1992, Pinkney became the first African-American to sail solo around the world via the five southern capes aboard his Valiant 47, *Commitment*.

After a long and varied career that spanned many corporate worlds, Pinkney decided to sail what's called "the hard way" around the physical world, south and all the way down through the treacherous Southern Ocean. He also used the voyage to inspire and educate thousands of children growing up the hard way – in the same kind of tough neighborhoods he had. Throughout his 22-month voyage, students tracked his progress, watched videos he'd made, spoke to him via satellite radio, and completed pre-planned lessons focused on math, geography, and navigation.

Other educational voyages followed; in one of them, as master of the newly built Tall Ship *Amistad*, Captain Pinkney retraced the watery steps of his African slave ancestors. Again, he combined adventure with education. Pinkney's own inspiration, he said, was a book he read in seventh grade, *Call It Courage* by Armstrong Perry, about how a Polynesian boy overcomes his fear of the sea. It made him aspire for adventure. The title of his biography, *As Long As It Takes* (2006), says it all.

GOUGEON BROTHERS

Princes Of Epoxy

The correct spelling of the Michigan family name may not stick, but their epoxy resins have proven tenacious enough to travel into space. Starting in the 1970s with the WEST System (Wood Epoxy Saturation Technique), the brothers – Meade, Joel, and Jan – became the pioneers and go-to guys for wood/epoxy composite boatbuilding (think iceboats and fast multihulls) as well as fiberglass repairs. DIY-ers everywhere rely on their clever metering pumps that keep resin and hardener in the correct ratio for projects, not to mention Meade’s authoritative tome, *The Gougeon Brothers On Boat Construction* (1979), which details nearly every aspect of building or repairing a boat using epoxy; there are more than 100,000 copies in print, and well-worn copies are found in most boatyards.

With the PRO-SET line of epoxy laminating resins, introduced in 1992, their products became key to advanced applications both in and out of boat-



“There are a lot of big names out there. But I guess we’ve been the support package for a lot of those race boats.”

– MEADE GOUGEON

building, including the construction of more than 4,000 composite windmill blades for General Electric, and the structure of SpaceShipOne, the first privately funded manned spacecraft. Jan died in 2007. In 2015, Meade and the late Jan were inducted into the National Sailing Hall of Fame.



FREDERICK E. “TED” HOOD Sailmaker & Designer

Ted Hood (1927-2013) built his first small boat at age seven, and went on to become a sailmaker, boatbuilder, yacht designer, innovator, and superlative sailor. In 1955, he opened Hood Sailmakers in Marblehead, Massachusetts, and grew it from a one-man show into a worldwide industry leader, the first sailmaker to weave his own Dacron cloth. A man of few words and a constant tinkerer, Hood also established well-respected businesses in mast construction and yacht design, and is credited with innovations such as the grooved headstay and roller reefing.

In 1974, he skippered *Courageous* to a 4-0 America’s Cup victory. He also won ocean races ranging from the Southern Ocean Racing Conference (SORC) to the Marblehead-Halifax, many at the helm of his own boats. In the 1980s, he created and built the Little Harbor series of sailboats and built the Ted Hood Marine Complex in Portsmouth, Rhode Island. He went on to open another independent design company, Ted Hood Yachts, also in Portsmouth, focusing on oceangoing powerboats and motorsailers. Worldwide, more than 1,500 yachts of his design have been built by various builders. He’s in both the America’s Cup and National Sailing Halls of Fame and is remembered as a gentleman. “Oh, I wanted to win,” he once said after tweaking sails for one of his America’s Cup competitors, “but against the best possible boat.”

Hood was considered the quintessential yachtsman, during a time when specialties were not the norm, said New York Yacht Club vice commodore Rives Potts. “He was the most forward-thinking, complete yachtsman of that generation, and maybe of generations to come. Nowadays, we have guys who are excellent helmsmen, or tacticians, or bowmen, or are good yacht designers or sailmakers. Ted Hood was all those and more.”

“When I was young, I thought: If I can be a sailmaker, make \$12,000 a year, sail, and work on boats, I’ll be happy.”

PHOTOS: THE GOUGEON BROTHERS; THE HOOD FAMILY AND ONNE VAN DER WAL

TANIA AEBI

First American Woman Circumnavigator

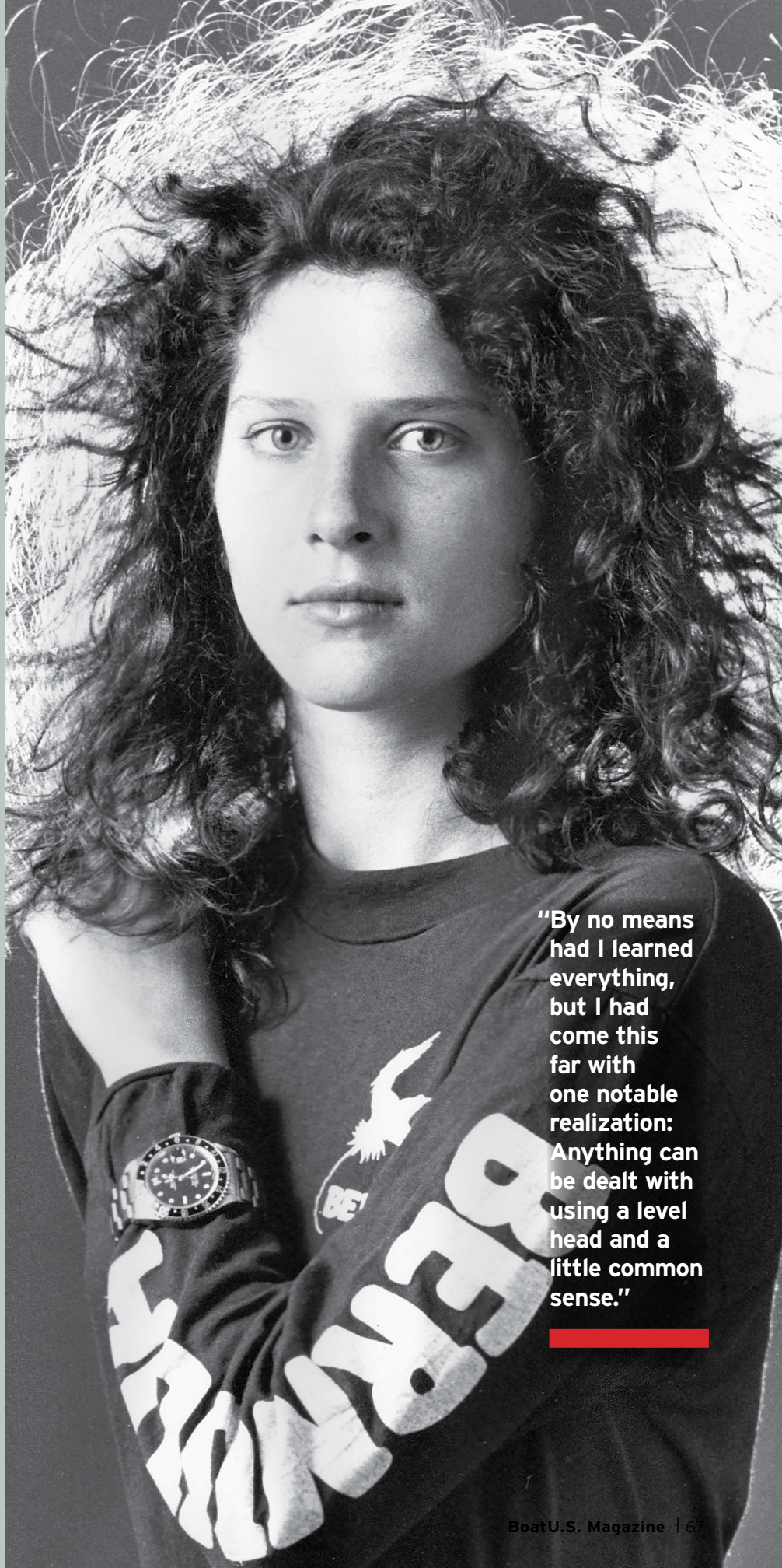
Tania Aebi was an aimless teenager working as a bike messenger in New York City when her father offered to loan her the money to buy a 26-foot sloop. His catch? She'd have to sail it around the world. Alone. She took him up on the deal, neither of them imagining that the 27,000 miles would contain some of the most terrifying, spectacular, lonely, and challenging experiences of her young life. With only her cat for companionship, Tania taught herself to navigate *Varuna* by the stars, using a sextant; deal with severe weather and breakdowns; confront her fears; and learn trust from the many kindhearted people she met in the dozens of countries she visited. She also fell in love.

When Tania sailed into New York Harbor in November 1987, at 21, she became the first American woman – and, at the time, the youngest person ever – to circumnavigate the globe solo. Her internationally bestselling book about the two-and-a-half-year adventure, *Maiden Voyage*, went on to inspire thousands of sailors: If such a young girl could set out to see the world, with so little experience, maybe they, too, could push themselves beyond their limits.

Tania's story remains a profound inspiration for anyone who feels too intimidated or unprepared to follow a dream. Now 49 and living in Vermont, Tania has a master's degree in creative writing, leads charter-sailing expeditions, and is the mother of two sons. "*Varuna* showed me a world of physical challenge and jaw-dropping beauty," she says, "of ancient cultures, of generosity in the face of unspeakable poverty, a world where a smile is the greatest gift you can give or receive." It took a few years, but she also paid her dad back for that little boat.



To give her teenage sons a taste of life at sea, Tania took them on a one-year Pacific cruise, and wrote an entertaining blog about it. www.BoatUS.com/Magazine



"By no means had I learned everything, but I had come this far with one notable realization: Anything can be dealt with using a level head and a little common sense."



"Air, air, and more air! Now it's time to have some fun!"

Tony Finn **Wakeboarding Pioneer**

In 1985, college student Tony Finn was stoked. He lived for surfing and waterskiing, and did plenty of both a block from his house in San Diego, California. He was attending San Diego State University, "delivering pizzas, and just partying and hanging out," when he decided to try to make a business out of a contraption he'd created called a "Skurfer" – a hybrid between a waterski and a surfboard. Tony's tireless marketing over the next several years prompted the birth of a new sport – wakeboarding – and brought it into the mainstream.

When Finn added foot straps, riders began to perform the acrobatic tricks and flips that are now the core attraction of wakeboarding's pro tour. In 1993, he helped develop the twin-tip design, which allows a wakeboarder to land with either end of the board facing forward. As the new craze took over the waterways of America, tow boats began to evolve. Modern technology now controls moveable water ballast that customizes a wake for each rider, and props often face forward instead of aft. With business partner Jimmy Redmon, in 1995 he founded Liquid Force, a company that manufactures wakeboard-related equipment and apparel sold in retail outlets worldwide. Now that's an awesome ride.

Charles F. Chapman **He Wrote The Book**

When Charles "Chap" Chapman (1881-1976) was rescued at sea from the burning boat he was racing from New York to Marblehead as a young man, it may have sparked a dedication to boating safety that would later produce "the Bible of Boating" – *Chapman Piloting, Seamanship and Small-Boat Handling*. Chapman, an avid boater and editor of *Motor Boating Magazine* for 56 years, produced the book for then-Assistant U.S. Secretary of the Navy Franklin D. Roosevelt, who had requested a training manual. He reportedly did it in three days, culling largely from his magazine's content. The original 144-



"The boating business is a sleeping giant, and I'm trying to wake it."

marine engineering no doubt bolstered his lifelong commitment to good seamanship; he also wrote the first set of powerboat racing rules and helped found the United States Power Squadron. He retired at age 84. Now called *Chapman Piloting and Seamanship*, it has been continually updated and is in its 67th edition. It appears Chap's sleeping giant is awake and thriving.

page edition was called *Practical Boat Handling*.

His degree from Cornell University in naval architecture and



"I treasured each little step that was made in the right direction. I had finally succeeded in getting a pure white and a vivid red light."

MARTHA COSTON **Signal Flare Inventor**

When Benjamin Franklin Coston, a promising young scientist and inventor employed by the Navy's pyrotechnic laboratory, died suddenly in 1848, his widow, Martha Coston, had to do something to support her family. She searched her husband's drawings, hoping to find something patentable. Instead, she discovered the germ of an idea for a multicolored night-signaling device. She spent the next several years doing her own research and development, then patenting (twice) what would become the Coston Flare. The color-coded signals helped the U.S. Navy catch blockade runners during the Civil War. The U.S. Life-Saving Service used them to signal ships, warn of dangerous coastal conditions, and summon rescuers; Coston flares are credited with helping save thousands of lives. They remained the standard for nighttime ship-to-ship communications until the birth of reliable radio transmissions in the 1930s, and likely were the forerunner of the modern hand-held emergency flare gun. Martha Coston died in 1904.



"A lot of people helped me along the way. I'm just trying to return the favor."

HOBIE ALTER *Designed The Hobie Cat*

Hobie Alter (1933–2014) had a goal: He never wanted to wear hard-soled shoes or work east of the Pacific Coast Highway. So he started the very first California surf shop, carving surfboards out of balsa. To avoid wasting two-thirds of the wood on shaping, he pioneered the switch to polyurethane foam, which quickly became the new standard in surfboard construction. After that success, he

turned his attention to another water-based passion, sailing, and in 1968 created the iconic Hobie Cat. The lightweight, twin-hulled sailboat achieved worldwide popularity (more than 200,000 units built) and is credited with bringing high-performance sailing from the yacht club to the masses. His inspiration? The Hobie Cat was a way for surfers to enjoy windy days. Plus, it kept him in flip-flops.



"Throw the oars away!"

– BESS EVINRUDE

OLE & BESS EVINRUDE *For The Love Of Power*

It all began one hot day when Ole Evinrude rowed across a Wisconsin lake to bring Bess Cary some ice cream. By the time he arrived, it was soup. At the time, Evinrude, a Norwegian immigrant with a third-grade education, was a machinist with two failed businesses behind him. But the ice-cream incident inspired him; in spare moments, he created an unwieldy "coffee can" motor for watercraft propulsion, and tested it on a nearby river. Loudly.

"Ole," said Bess. "If that thing does what you say, people will buy it. Clean it up. Make it better." He did, building 10 1.5-horsepower motors, by hand. They weighed 62 pounds and sold for \$62. In 1909, barely a year after the Model T Ford debuted, he founded Evinrude Motor Company, and the first production version of his outboard was built.

From beginning to end, Ole Evinrude's success was linked with Bess, who'd become his wife and business manager. When she wrote the first ad copy for the Evinrude Motor Company, the competitors weren't other outboard manufacturers – there weren't any. They were oars. Within three years, the company was delivering thousands of motors. Over the next two decades, the Evinrudes sold the business and created others, always together. Eventually, they formed the Outboard Motors Corporation (OMC). Bess died in 1933, at only 48. Not surprisingly, just a year later, Ole followed her. He was 57.



See you next time!

In our next issue, we continue BoatU.S.'s 50th anniversary celebration, and will introduce you to more of the 50 impressive people who've moved the needle in our sport. Join us!

– THE EDITORS