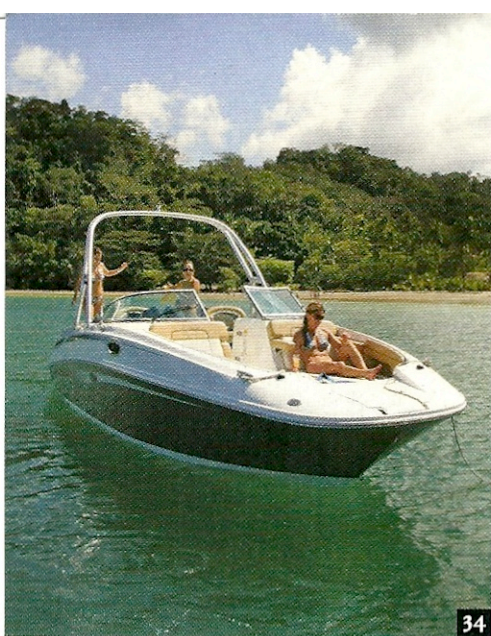


SEARAY

L I V I N G[®]





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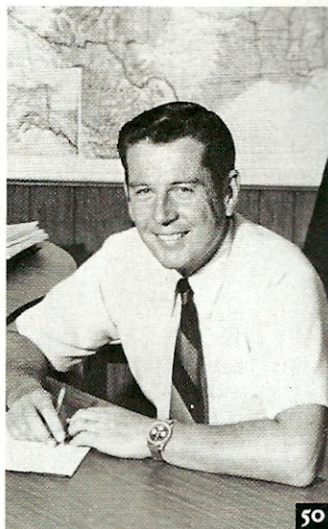
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When Dan Withers isn't burning up the quarter-mile in his hot rod, you'll find him chilling aboard his 500 Sundancer.

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JENNIFER CHESAK

is *Sea Ray Living's* editor at large. Her adventures with the magazine have included touring a tequila hacienda in Mexico, castle-hopping in northern Italy and carousing with Sea Ray customers from across the United States. Her writing has appeared in *Trail Runner* magazine, *Field & Stream* online, *Renew* magazine and many others. In this issue, a trio of Sea Ray-owning Costa Rican families show Jennifer why their country is the happiest place on Earth (page 34).



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is a Detroit native and a graduate of the College of Creative Studies. His work has appeared in *Detroit Home*, *Clear*, *Advertising Age*, *Hour Detroit*, *Birmingham Magazine*, *Metro Detroit Bride*, *Autoweek* and *Detroit News*. For this issue of *Sea Ray Living*, Scott travels to the scenic town of Escanaba, to photograph prolific marine-accessory inventor, entrepreneur and longtime Sea Ray owner Captain Todd Hurley (page 58).



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MIKE CALABRO specializes in adventure photography, dubbing his company "Urban Camper Studios." Mike has been traveling, writing and shooting since he jumped ship from the dot-com world. He has shot for *Vice*, *Thrasher*, *Transworld Quad Off-Road*, *Field & Stream*, *Rock and Ice* and *Boating World* magazines. For this issue, Mike photographs a couple of recent empty-nesters and first-time boaters from Arizona whose 185 Sport is the centerpiece of this exciting new phase in their lives (page 42).

JAMIE ELVIDGE is a professional writer and photographer based in California and an often far-flung *Sea Ray Living* contributor. The former editor of *Motorcycle Cruiser* magazine, Jamie has a knack for capturing the wilder side of life. In this issue, Jamie manages to catch up with drag-racing enthusiast Dan Withers both on the asphalt and on water, aboard his Sea Ray 500 Sundancer (page 64).

JOHN JANOWIAK wears many hats, and not just to hide his famously shiny head. During his varied career, he's served as a music editor for *Downbeat*, freelance writer and web designer. John also happens to be a Grammy-nominated trombonist. For this issue of *Sea Ray Living*, John reports on Sea Ray's exceptional customer care efforts (page 24).

BRAD KOVACH has served as a full-time and freelance writer/editor for *Motor Boating*, *Boating World*, *ShowBoats International* and *Caribbean Travel & Life* magazines. He is the director of communications for the AVALA Marketing Group, a St. Louis-based marketing and advertising agency specializing in the recreation industry. In this issue of *Sea Ray Living*, Brad tours Sea Ray's latest cruising and entertaining wonder, the newly redesigned 450 Sedan Bridge (page 16).

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PUBLISHING
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Sea Ray Living is published four times a year for
Sea Ray Boats by Dino Publishing LLC.
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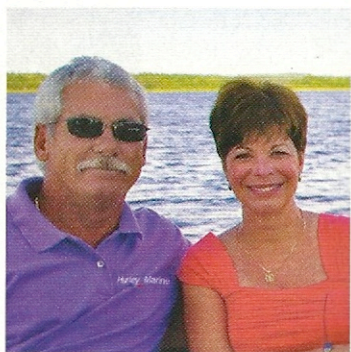
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S

The Skipper, Too

CAPTAIN TODD HURLEY OF HURLEY MARINE AND
HIS POOCH SHOW OFF THE FAMILY'S 52 SUNDANCER,
WHICH SERVES AS A TESTING LAB FOR GREAT
AFTERMARKET EQUIPMENT



STORY BY **JENNIFER CHESAK** | PHOTOS BY **SCOTT BREITHAUPT**



WHEN

I INTERVIEW AN OWNER ABOUT HIS OR HER SEA RAY, THE INITIAL QUESTIONS ARE OFTEN SIMILAR:

How do you like your boat? Why did you choose a Sea Ray? How do you generally use your Sundancer? And I often get similar answers: "We love our Sea Ray." "Sea Ray has a great reputation and good service." "We like to take it on the weekends to different ports of call." But when I ask Skipper how he likes his boat, he would rather show than tell. He locates his special spot on his 52 Sundancer, curls up and promptly falls asleep. Not exactly an exciting interview, but I suppose it attests to the Sundancer's smooth ride.

Skipper is Todd and Mary Hurley's golden retriever. Although he likes to nap while the boat is underway, Skipper is clearly the star of the show when the Hurleys make port. "Once we've throttled down and arrived at our destination, Skipper walks the catwalk to the bow to see where we are," says Todd, who docks in his home port of Escanaba, Michigan. "His personality and demeanor are perfect for children wandering by the boat. Before he knows it, we are putting on his 'doggies,' and everyone is smiling, pulling out cameras or cell phones to get a candid shot of the 90-pound gentle giant."

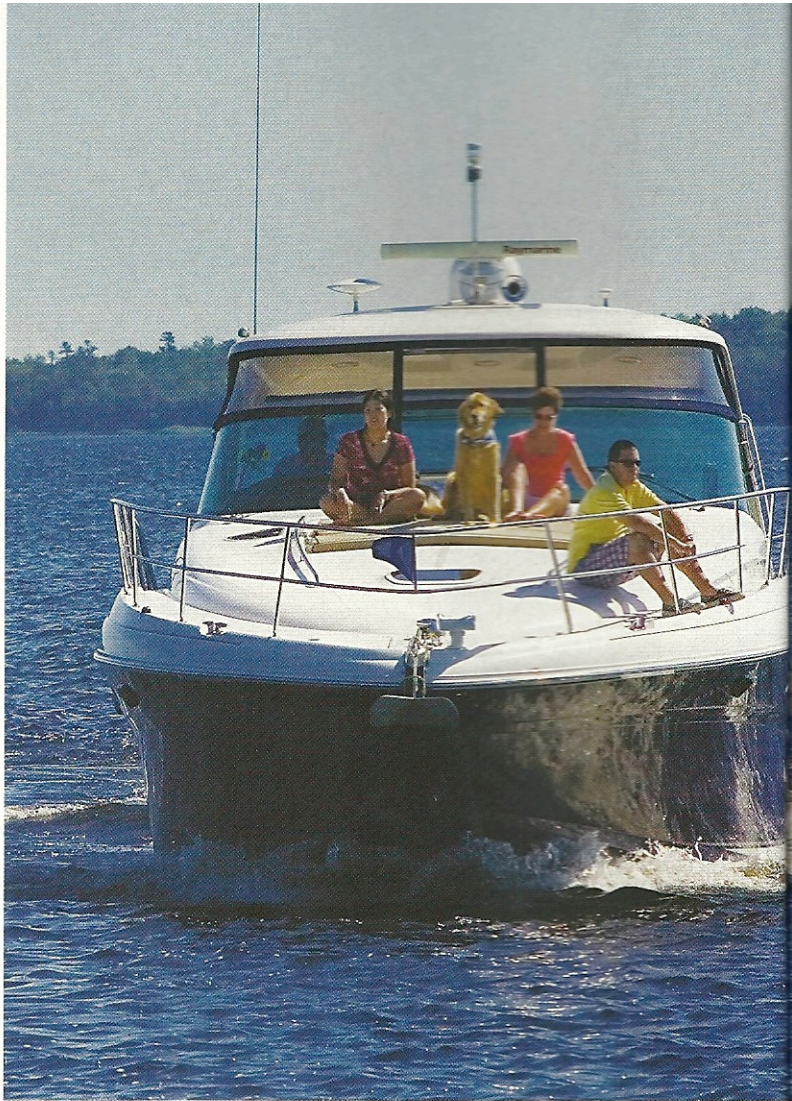
I warn Todd that if he keeps showing off his adorable dog, I will have no choice but to allow Skipper to be the star of this article. "Just remember who feeds him," he jokes. As much as Skipper amazes everyone at the marina, so does Todd with his inventions. No, Todd

is not one of those wannabe MacGyver types who sticks a piece of gum and a screw on something and calls it his latest brainchild. He designs and develops useful aftermarket equipment that boaters want and need on their vessels.

His business, Hurley Marine, came to fruition after Todd developed a unique dinghy davit for a friend. "After I built it," Todd says, "I thought, That's not such a bad idea. I'll just try to market it." He

began selling his design, and it was well received. The Hurley Davit, now patented, is an easy-to-use, lightweight system that allows boaters to stow their dinghies while freeing up more space on their swim platforms. "Being a boater myself, I just knew what people might like," Todd says. Next, he developed a set of underwater lights that provide ambiance while docked and add excitement while out on the water, illuminating aquatic life. "I thought, Why would anyone want to drill a hole in their boat?" Todd says of creating the lights, which attach to his Sea Ray's trim tabs.

Todd's latest innovation, which hit the market last summer, addresses some creepy issues: muskrats and snakes. Muskrats have



"THE WONDERFUL THING ABOUT BEING UP HERE IS THAT IT'S A SHORT DISTANCE FROM ANY DESTINATION."

Todd, Mary and Skipper relish the cruising possibilities of their 52 Sundancer, exploring the various ports of call near their home in Escanaba, Michigan. (Bottom) A Hurley davit affixed to the end of the Sundancer's swim platform cradles Todd's dinghy.



been known to swim up into exhaust pipes and wreak havoc on boats. Hurley Marine's new Muskrat and Snake Exhaust Guards help prevent the critters from chewing through the coupling hose and getting inside the vessel.

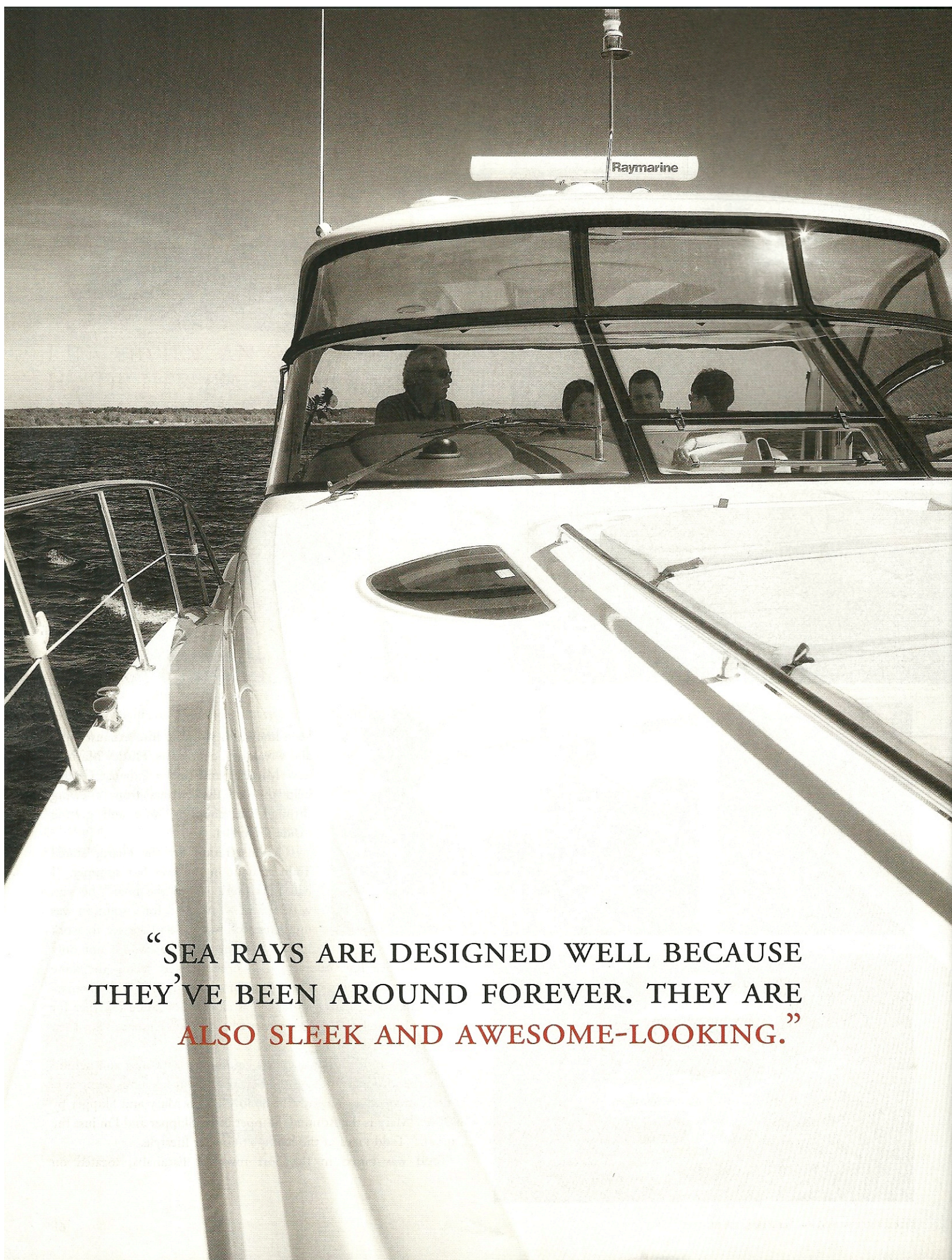
The inspiration for the guards stared Todd straight in the eyes last summer. "I had four muskrats on the boat," he says with a laugh. The need for a solution was immediately obvious, and he set to work inventing something that would not only

protect his Sea Ray, but also help other boaters facing the same predicament. "I've been an entrepreneur all my life, and with my marketing and design background, it has all kind of come together for me. But ultimately, it's the consumer who makes it happen. They keep me on my toes."

Although Todd certainly enjoys coming up with new and helpful aftermarket products, he says the best part about his job is being able to do it in an environment that he loves, with Mary and Skipper by his side. "Mary is the Admiral, Skipper is the Skipper and I'm just the Captain," Todd jokes of the family's on-water lifestyle.

Todd was raised in the port town of Escanaba, located on





“SEA RAYS ARE DESIGNED WELL BECAUSE
THEY’VE BEEN AROUND FOREVER. THEY ARE
ALSO SLEEK AND AWESOME-LOOKING.”



(Opposite) The Captain and his crew take a leisurely cruise through Little Bay de Noc. (Here, from left) Todd and Shawn ready the 52 Sundancer for departure; Mary, Chantel and Skipper enjoy the view from the Sundancer's large sundeck. To see a slideshow of Todd's delivery from New York to Escanaba, scan the smartTag at left with your smartphone. Don't have the app? Go to www.gettag.mobi.



Michigan's Upper Peninsula. "The wonderful thing about being up here," he says, "is that it's a short distance from any destination." Wisconsin's Door County peninsula lies just south, where Todd and Mary like to take in a good fish boil. Pretty much any spot on Green Bay is a quick cruise away. Michigan ports of call like St. Ignace, Charlevoix and Traverse City are all within easy reach, too. Luckily, the Hurley Marine office is just a mile from the dock, so an afternoon jaunt out on Little Bay de Noc is always a summertime option.

Todd knows the surrounding ports well; he began boating at an early age when his neighbors invited him along on sailing excursions. The famous Race to Mackinac became a yearly tradition. But eventually, Todd began to favor powerboating over sailing. "I wanted to go to destinations without spending a day to get there and a day to get back," he explains. Now, in addition to having his USMM Master 100-Ton license, Todd performs vessel assist, rescue and salvage in the Escanaba area.

The 52 Sundancer is Todd's third Sea Ray; previously, he owned 34 and 41 Sundancers. He purchased all three from SkipperBud's of Sturgeon Bay, Wisconsin. "Sea Ray has been around a long time,"

Todd says admiringly. "As a designer and a developer myself, I know that it takes time to shake out the bugs. Sea Rays are designed well because they've been around forever. They are also sleek and awesome-looking."

Bringing home his new 52 Sundancer last May was a truly unique experience. Todd took delivery in New York and captained the boat all the way back to his home port in Escanaba. "It was a fun trip," he says. "It took me nine days and the weather was beautiful. I had a couple of friends join me along the way, plus Mary and Skipper for the last leg. In all, we went through 35 locks, under 15 lift bridges and covered 1,278 miles."

Today, Todd heads out with Mary, her son Shawn Curtin and Shawn's wife, Chantel. Oh, and of course, Skipper. Todd maneuvers the boat onto Little Bay de Noc for a short afternoon cruise, enjoying the warm sunshine and exploring the features of the new Sea Ray. Blessed with blue skies, blue water and a beautiful boat, the crew members all smile in unison at their captain. With Todd at the helm of his Sea Ray, he's the star of the show...at least until Skipper decides to take a big stretch and saunter around the cockpit.

SKL

WALKTHISWAY

- The wide catwalks that flank the Hurleys' 52 Sundancer are more than just runways where Skipper can strut his stuff. Built wide to allow easy access to the vessel's foredeck and anchor locker, the catwalks feature non-slip surfaces, tall, sturdy handrails, and a molded fiberglass toe rail surrounding the deck. "The catwalk is very accommodating, especially for Skipper," Todd says. "There are times we're cruising at 30 miles an hour and he'll decide to go walk up on the bow. It's a little scary for me, but he's not worried about it, so it's nice to have those safety features."

To learn more about Sea Ray safety designs, visit www.searay.com.



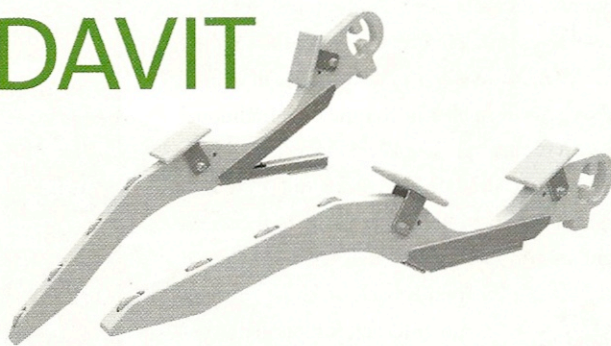


SPRING INTO ACTION

The winter doldrums have given way to spring sunshine, meaning it's time to start preparing for the new boating season! If you're looking to create room in your budget for fun on-water activities or your first big cruise, turn to Essex Credit Corporation, the official refinancing source of the SROC, for refinance rates for your Sea Ray. Sea Ray owners who refinance with Essex Credit this spring can take advantage of a \$300 coupon to help defray the closings costs if the loan application is submitted by May 31, 2011 and the loan funds by June 15, 2011. Visit www.essexcredit.com/sroc or speak with one of Essex Credit's friendly and resourceful refinance professionals at 866-377-3948 to learn more about the company's fast and easy approval, extended payment term options and other benefits. "The time to act is now," says James Barron, a senior vice president at Essex Credit. "Industry rates are beginning to go up, and we want to help Sea Ray owners jump on our low rates by cutting down the barriers of upfront closings costs."

GOTTA DAVIT

Spring reveals many gifts to the boater: clear water from underneath a layer of ice, warm sunshine from behind winter's gray clouds and a horizon of blue skies. Hurley Marine has added to the season's bounty with a sleek new version of its



dinghy davit that is sure to put a spring in every Sea Ray owner's step. The new manual davit, called the H2O, features a multiple-position adjusting chock system that fits any hull configuration and independent cradles with rollers that angle for easy deployment and retrieval of your tender. Made from marine-grade high-density polyethylene and stainless steel components, the H2O davit boasts quick-release mounts that leave a small, low-profile footprint, so stern visibility remains clear. "We believe you should enjoy taking your tender along without sacrificing your Sea Ray's performance," says Captain Todd Hurley, president of Hurley Marine. "The H2O's low-profile storage position eliminates performance-robbing, kite-flying drag." To learn more about the soon to be launched H2O dinghy davit, visit www.hurleymarine.com. To see Captain Todd's customized Sea Ray, turn to page 58.



BRITE START

Get your Sea Ray squeaky clean and ready for the new boating season with these tips from Barry Berhoff, president of Shurhold Industries.



- 1: Always use a high-quality boat soap, like Shurhold's Brite Wash, which is better for the environment and will not strip your wax.
- 2: Follow mixing directions carefully. More soap doesn't mean a cleaner boat. Too much in the water will make it harder to rinse and cause soap spots.
- 3: Never wash a dry boat. Rinsing first washes away dirt and debris that could scratch your boat.
- 4: Clean your boat from the top down, front to back. This follows the natural flow of the water, so you won't have to do double work.
- 5: Don't jump right to a stiff brush or a harsh chemical at the first sight of a stain. Doing so can damage your fiberglass, causing premature aging and dullness. A soft brush and boat soap do the trick more often than you'd think.

Special offer: Receive a free bottle of Brite Wash with any Shurhold purchase. Go to www.shurhold.com and enter code **SBW** at checkout.