



STEADFAST is a high-tech custom yacht, built by Wiggers Custom Yachts - Bowmanville. Shown here with her crew representing Canada in the 1988 Canada Cup Challenge, which is in itself a story for another day.

# Wiggers Custom Yachts Award

Charles Taws

CLARINGTON MUSEUMS  
AND ARCHIVES

[www.claringtonmuseums.com](http://www.claringtonmuseums.com)

Wiggers Custom Yachts of Port Darlington is being featured in a brand new exhibit at the Marine Museum of the Great Lakes at Kingston. Interest in Canada's sailboat industry is becoming popular and the Marine Museum's new exhibition, entitled "New Age of Sail: The Story of Canada's Sailing Boom", recalls the excit-

ing developments in design, construction and marketing that popularized the sport of sailing in Canada from the 1950's onwards. The transition from wood to fibreglass, changes in sails and rigging, improvements to navigation and information on the purchase, restoration and care of a sailboat are all covered. Marine Museum director, Robert Mazza, says "Wiggers Custom Yachts is very much a part of that story." They are one of the longest running and best recognized businesses of their kind in Ontario.

Andy Wiggers opened Wiggers Custom Yachts in 1976. They build, restore and store yachts and from the beginning the company distinguished itself for its high quality workmanship. Andy Wiggers was born in Holland in 1950. There his father managed a local furniture and wooden shoe factory and it is here that Andy was first introduced to wood working. In 1960 the family moved to Canada and settled in Oshawa. Andy found employment with Whitby Boat Works, but also tried his hand at house

building for a short time. However, his enthusiasm for boat building couldn't be ignored, a passion he pursues, as a craftsman extraordinaire, to this day.

Andy began his business in Oshawa. From its humble beginnings providing a mobile service in woodworking repairs and replacements for boats of all sizes, he now heads a successful business with a talented team of long-time employees who represent all

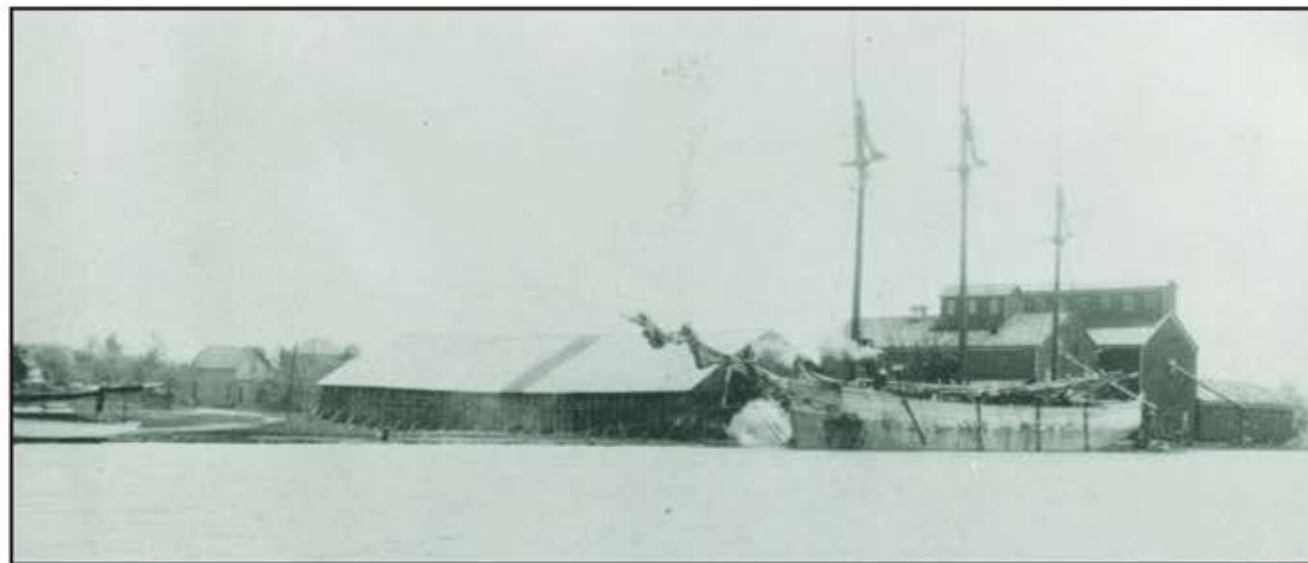
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the specialized fields that make a boat building and repair business viable. As Andy's reputation grew so did his need for more work space. In 1983 he came to Port Darlington and built a 10,000 square foot plant. Andy explained at the time that he liked the land in the area and he needed access to the water to launch his boats. Some of the larger boats need to be launched in deeper water. Andy would employ up to 20 people and build as many as 13 vessels a year. Yacht sizes ranged from 37 to 46 feet. One ship built here, for Irv Gill of the Port Darlington Marina, was called "Northern Dancer". It could travel 80 kilometres an hour and had living quarters for six and a crew of two. Its cost was 1.3 million.

The "Coug", a Wiggers built racing yacht was the winner of the 1981 Canada Cup. This ship was on display at Port Darlington for the sod turning of Andy's new facility. The 1984 Canada Cup winner, called the "Coug II", was also built by Andy. Sailors watching the race "marvelled at Coug II's unassailable boat speed and performance." This 42.6 foot racing yacht was eventually sold to American owners. She commanded a high price not only because of her speed, but also for her beautiful design. A half model (used in the construction of the ship) of the original "Coug" is featured in the Marine Museum's exhibit.

In 1987 when harbour re-development was being discussed local Councillor Ann Cowman said she, "would like to see more publicity about the boat building taking place at Wiggers Custom Yacht Ltd., next door to the marina. We



The schooner Oliver Mowat in Port Darlington. The grain elevators behind her were used to store barley before transport. To the left is the coal shed where the coal was stored that the ships brought in from the American side. All the factories ran on coal in those days and people heated their houses with coal. This area is the approximate place where Wiggers Custom yachts is today.

need more emphasis on the exclusive boat building. We want people to know that the boats come from Bowmanville and to put Bowmanville Marina on the map." It is safe to say that Andy has accomplished that and by 1988 newspapers described him as, "the best boat builder in Canada."

Port Darlington has had a long history of wooden sailing ships. In the old days it wasn't custom yachts but working ships that came to port. Large schooners such as the "Flora Carveth" or "William Jamieson" would come in with coal from the American shore and leave laden with barley or other crops from the Canadian side. The largest was the "Oliver Mowat", a scarce three master that was owned by the Port Darlington Harbour Company itself. She was built in Mill Haven Ontario in 1875 and sailed until cut in two in a collision with the steamer Keywest in 1921. In 1863 a 180 ton schooner was actually built in Port Darlington. It was called the "David Fisher", after the local custom's collector (and builder of the house that is now the Bowmanville Museum). William Norton (1826-1906), a long time resident of Port Darlington helped with her construction, but the actual builder's name is listed as Bellingsby. Not too much is known of this vessel, but she was built "north of the inner end of the east pier" and the ways used to launch her were used for years afterwards to take out scows and barges for repair. The "David Fisher" was the only sailing ship of note

built in Port Darlington until Wiggers Custom Yachts began operations here. It's interesting to note that the description of where the "David Fisher" was built is not too far from the location of Wiggers Custom Yachts today. To tie this history together even more, in 1990, Wiggers Custom Yachts became the owners of the Port Darlington Harbour Company (whose history goes back to 1837).

Wiggers Custom Yachts and Port Darlington have be-



An 1895 view of the harbour showing a rare visitor. A steam launch (or possibly an early motor ship).



A 1930's view showing a sailing boat moored in Port Darlington. After 1890 Port Darlington was subject to a long slow decline. It wasn't until the 1980's that its fortunes began to turn around. Wiggers Custom Yachts helped spur on the revitalization.

come synonymous to the general public. You can't think of one without the other. Wiggers Custom Yachts continues to meet the demands of today's boaters while preserving a heritage of boat building in Port Darlington that goes back to 1863. Congratulations to Andy Wiggers and the staff of Wiggers Custom Yachts on their induction to the Marine Museum of the Great Lakes in Kingston.

## *Afternoon Tea: A Bowmanville Museum Tradition*

Afternoon tea, sponsored by the Toasted Walnut, is again available every Wednesday until September 3rd. Reservations can be made at 905-623-2734. The teas are from 12:00 noon to 3:00pm. Come for a refreshing afternoon treat or lunch on the Bowmanville Museum's spacious veranda. Enjoy the scenery and the beautifully manicured lawns. The museum is also open for guided tours.

## The Challenge of Choosing a Candidate



by Jim Abernethy, Publisher

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Municipal elections are perhaps even more important than Federal or Provincial elections because decisions made at the Municipal level tend to have a greater impact on our day to day life..... and our pocket books.

If you have ever thought about playing a role in the governance of our community, this may be your opportunity.

It was an honour for me to serve as your Mayor 2006-2010, and I can honestly say that it was often a challenging, but personally rewarding experience.

On October 27 we will be asked to decide who will form the next Clarington Council, and who will represent us at the Region of Durham Council.

You have until 2 PM on Friday, September 12, 2014 - to register yourself as a candidate in the upcoming Municipal Election.

To learn more, go online to [clarington.net](http://clarington.net) and click on Clarington Votes Matter!

So, what characteristics should you be looking for in the candidates ?

First off, make note that elections should not be a popularity contests. Being popular does not necessarily mean a person will be an effective Member of Council.

Secondly, understand the role and duties of each Member of Council, before you cast your vote.

Finally, match the skills of the candidates to the job description of the various positions.

Consider that the primary role of this next Clarington Council is to give direction to municipal staff and to oversee the spending of your property tax dollars..... over the next four years.

Clarington is our lower tier government and the Region of Durham is our upper-tier government.

Over these next four years, based on the 2014 Capital & Operating Budgets, this amounts to more than \$ 325 million at the lower level - Clarington and a whopping \$ 6 Billion at the upper level - Region of Durham.

Surprised at these amounts? This is one reason why it is important for you to participate in our municipal election process, and to know your candidates.

Also, understand where your property tax dollars are being spent.

For example the Region of Durham is responsible for the cost of providing Regional services which are different that the services provided by Clarington.

Clarington is responsible for the cost of providing services such as: parks & recreation; emergency (fire); engineering &

maintenance of local roads, sidewalks, bridges, issuance of building permits, enforcement of local by-laws and various permits; library & museums, local planning issues and of course tax collection for the Region of Durham, Clarington and our School Boards.

Region of Durham provides: police services, emergency medical (ambulance), transit, waste processing (garbage), municipal water & sewage services, social housing, social assistance, public health, children's & family services, emergency & 911 phone services, regional roads & bridges, regional planning and long-term care facilities for seniors and the physically challenged.

Now, let's look at the makeup of each Council, and the role of each of these Members.

Clarington Council is made up of a Mayor(1), Regional Councillors(2), and Local Councillors(4).

Our Mayor and (2) Regional Councillors join with other Regional Councillors from the Municipalities of Pickering, Ajax, Whitby, Oshawa, Scugog, Brock and Uxbridge to form the Region of Durham Council.

The Ontario Municipal Act 2001, Sections 224 & 225 define the role of Council, Mayor and Chairman. (to review these complete sections of the Act - go online to <http://www.e-laws.gov.on.ca>)

Basically, the role of each Council is to:

1. Maintain the financial integrity of the municipality.
2. Determine which services the municipality will provide.
3. Give direction to municipal staff to ensure that the decisions of Council are carried out.

Here are some questions you might ask yourself as you consider the candidates.

- Can they read a budget?
- Would you trust this person to manage the spending of your millions or billions of tax dollars?
- Will they respect the taxpayers of our community, and practice the concept of living within our means rather than spending more than we earn.
- Do they have a general understanding of the administrative process?
- Can they delegate?
- What is their experience, their track record?
- Do they make promises that they did not, or cannot keep?
- What is their ethical standard?
- Do they understand the concept of 'good governance'?
- Do they understand the meaning of a Conflict of Interest?
- Will they make decisions for the good of all taxpayers, or will they buckle to the pressures of special interest groups?
- What is their vision for Clarington and the Region, for

the next 20-50 years?

Whereas, the role of the Mayor or Chairman is:

1. To provide leadership to the Council.
2. To remind and advise Council with respect to the role of Council.
3. To preside over Council Meetings, and to set the tone for the way in which business is conducted during Council Meetings.
4. To act as chief executive officer (CEO) of the Municipality, and to represent the municipality at official functions.

It is important to know that the Mayor does not have special veto powers over decisions made by Council. Nor can the Mayor make decisions on behalf of Council.

The Mayor has one vote, and once a decision of Council has been made, the Mayor is required to represent the will of Council.

The Mayor is the Chief Executive Officer (CEO) of the Municipality. He or she is the face that defines the personality of the Municipality.

We need only look to the City of Toronto to understand why the reputation and credibility of the Mayor is an important asset for any community.

Our next Clarington Council needs strong leadership to find consensus for the challenges we will encounter on the road ahead.

There are a number of issues on the horizon which will require all Members of Council to come together to work with the Federal, Provincial and Regional Governments to ensure Clarington receives our proportionate (and long overdue) share of infrastructure investments.

The rising cost of electricity, expanded transit routes, continual delays in completing Hwy 407 thru Clarington; and the cost efficiencies that can be found in consolidating similar Region wide services are all issues that should be of concern to the residents of Clarington.

Choose wisely on October 27, 2014. Our next Clarington Council will be dealing with these and other issues, in the next four years.

This just in..... there has been a last minute change of performers for the upcoming Concert in the Park - held at Rotary Park on Queen Street in Bowmanville.

On Thursday August 21 at 7 pm - bring your lawn chairs, relax and enjoy the extremely talented Lincolnaires who play a wide variety of favourites from the 50's, 60's & 70's.

Don't miss the final concert of the summer on Thursday August 28 at 7 pm featuring the big brassy sounds of the award winning Swing Shift Big Band.

# What Price Should I Charge?



by Peter Hobb

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Why do many small businesses consider that price is the primary element driving the buying decision of their customers? When making pricing decisions the tendency is to consider that the price we charge is the most important element when selling our goods or services. Not only do we attribute an inordinate

amount of importance to price when we set prices, we focus our customer or client's attention on price when we are selling our goods or services. This is despite studies showing that only 15% of the buying public consider price the most important consideration when deciding whether to make a purchase. That means 85% of the buying public base their buying decisions on some other criteria.

Walmart competes on price. This is how they attract customers to their stores. They sell a large percentage of their products on low margins and high volumes. For this strategy to be successful they must have a cost advantage over their competition. Walmart would

not survive if they were unable to control costs and their volumes were not large enough to ensure that they were able to cover their fixed costs. People who shop at Walmart expect to get the lowest price possible. Do you create this expectation in your business? If your marketing efforts, advertising and sales presentations focus on price your prospects will be left with no other option but to compare you to the competition based on price. They will make their buying decision accordingly. If you create a low price expectation ask yourself whether this is necessary? You may discover you are leaving money on the table.

Elastic demand exists in markets with many competi-

tors and many substitutes. An example is bargain clothing. In an elastic market when there is a price increase demand will drop. Overall, revenue will likely decline. The market is very sensitive to price. In an inelastic market an increase in price will lead to a decline in demand, but the drop in demand will not likely be enough to lower overall revenues. A great example is gasoline. When oil companies increase the price of gasoline, demand falls but not enough to negatively impact the effect on revenue that the price increase creates. Profits will likely increase. This is because there are very few substitutes for gasoline and people rely on their vehicles as their primary mode of transportation. It is important to understand how price increases affect the demand for your product or service to assist you in setting the optimal price.

It is also important to understand your customer. Why are they buying from you? Price is a consideration but as mentioned above it is likely not the main reason. There are many reasons someone may purchase from you including loca-

tion, quality of your product or service, before and after sale service, delivery, the relationship they have with you, etc. For one or more of these reasons your customer may place a high value on your product or service and may be willing to pay more than the price you are asking. When setting price review what your customer values in purchasing your product or service. Is the value you create unique to your business? If it is you may be able to charge more than the competition.

When you do increase prices don't be alarmed that some customers stop buying from you. Remember 15% of the buying public is price sensitive. However, don't focus on these customers. They are not your best customers and they won't drive profitability. Focus on the other 85% and watch profits increase. The studies cited above also show that 68% of people who stop dealing with a business or choose to leave a business and go to a competitor do so because of "perceived indifference". These customers were given the impression that you couldn't care less if they pur-

chased from you. The price of the product or service did not drive them away.

The value that you are bringing to your customers has to be the main theme of your advertising and sales discussions, not the price. You want to focus the customer's attention on the benefits of purchasing your product or service. What will your product do for them? What the product does for your customer is what you are really selling. In his book "How to Win Customers and Keep Them for Life" Michael LeBoeuf gave the following example: "Don't sell me insurance. Sell me peace of mind and a great future for my family and me." His book provides other examples.

If you do not have to compete the way Walmart or Costco does, focus on your customer. Understand why your customers buy from you. Provide exceptional service. This strategy is more costly than simply trying to compete on price but you should be able to charge higher prices and, in the end, be more profitable.