

MORRIS **M** YACHTS

2012 Year in Review



Dear Friends & Family,

This past August Morris Yachts celebrated 40 years of building the world's finest boats, and the only thing that makes me feel more proud of where our company has been is to envision where we are going.

As you all surely know, Morris Yachts was founded by my parents, Tom and Tina Morris in 1972. It all started with a passion for sailing, and the courage to pursue a dream. Celebrating forty years is a milestone in any American business these days. Great boats, great service and loyal customers are the foundations of our success and the reason for our August celebration.

And what a celebration it was! We had nearly 200 owners, customers, friends and family join us from as far away as Japan, Australia, UK, and West Coast USA. Additionally, 20 boats made the voyage back to Maine, ranging in both size (from 29' to 52') and in age (from Summer 2012 launches all the way back to the late 70's). Thank you to those who attended, as well as to those who supported us from afar. *continued on page 2*



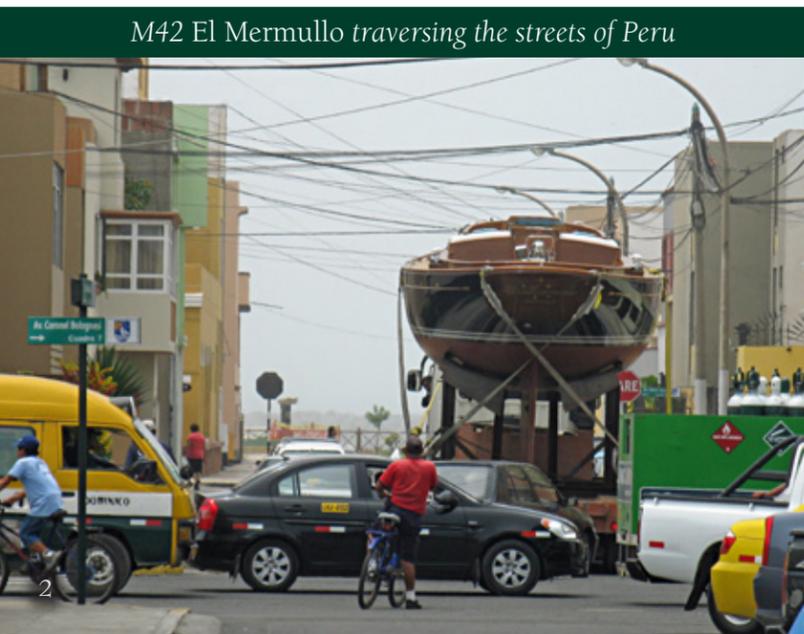


Afternoon sailing during our 40th Anniversary

With all the celebrations happening, we felt that this year would be the proper time to introduce the Morris Wall of Fame. At the Gala Dinner during the 40th weekend, we inducted several owners into the Wall of Fame for the astounding achievements they have made with their boats. **Congratulations to our 2012 Wall of Fame Inductees!**

- **Mike Theineman:** the very first Morris owner to circumnavigate the globe!
- **Bob Trenary:** the first Morris to round Cape Horn; he ventured through the Panama Canal and sailed the West Coast of South America before rounding the horn and sailing North.
- **Elliot Cohen:** long-time, multiple Morris owner who has always summered in Northeast Harbor and been out sailing his boats almost every summer day for many decades
- **Mark Ellman:** sailed in more Bermuda races (primarily in the doublehanded division) than any other Morris, finishing first in the Newport to Bermuda race... twice! He also won the 1997 Marion to Bermuda race (shorthanded division).
- **Eric Gray:** won the 2011 Aloha Class Transpac Race to Hawaii... his was the first Morris to ever participate.
- **Gust Stringos:** sailed his Morris Justine across the Atlantic to the Azores, Madeira and the Canary Islands before crossing to the Caribbean and Bahamas. Their boat has done well in Gulf of Maine races, has competed in 6 Bermuda races, and won the 2011 1/2 singlehanded from Newport to Bermuda.

Other notable business around the company includes new launches, new boats designs, and new faces. In January, we hired our first CEO, Doug Metchick. With Doug at the helm to lead our team and manage the day-to-day business operations, I have been provided with more time to devote to customer relations and product development.



M42 El Mermullo traversing the streets of Peru

In Production, we launched 14 boats this year, including four more Leadership 44's for the USCGA. Hull #7 was just delivered and hull #8 will go to the Academy in the spring of 2013 to conclude an incredibly successful custom project for Morris Yachts. Other exciting final destinations included M42 El Mermullo to Peru; M42 Independent II to The Netherlands; and M36 Blue Moon V to Saint Tropez in the South of France. In the M-Series world we have now built over 110 boats since 2004 and stay tuned for a new and very exciting design in this series in early 2013! Please don't hesitate to reach out to our new boat sales team for more information: Prent Weathers is in our new Newport, RI, office and Chad Thieken and Gregg Weatherby in the Maine office!

Circumnavigating Newfoundland

Our Northeast Harbor Service Yard crew worked closely with Morris 42 *Rejoice!* owner Bob Hoguet this winter helping him prepare to circumnavigate Newfoundland. The trip was truly an incredible logistical and sailing accomplishment! To see a full account of this journey, as well as some beautiful imagery, visit his website: www.sailrejoice.com



photo by: Wythe Ingebritson

Service in Northeast Harbor and in Bass Harbor under the command of Kirk Ritter and Jerry Heist continues to bring coordinated and innovative approaches to providing Morris Service customers with the best and most trouble free summers in the industry. The continuity of our service technicians combined with the resources of our boatbuilding design and build team make Morris the best choice for the highest quality care on the coast of Maine. In addition, with our boats going as far afield as Peru and France our Service Team is equally committed to responding to our international clients' needs by providing remote consulting or personally flying out on-site to assist with any complications.

This June we splashed hull #2 of our M-Series M52 Modern Classic. She is a company-owned boat and includes a fantastic, all-new 3-cabin design

layout. She is elegant, spacious, and, of course, represents classic Morris craftsmanship. She also happens to be for sale, for those of you who might be interested... (see page 11 for additional details).

In addition to the re-launch of the M52, we announced in August the launch of a significantly redesigned and re-styled Ocean Series 48 GT (stateroom rendering to bottom left). Our engineering staff and interior design team combined forces to blend modern technology and contemporary styling with a hull design and sail plan of proven success. The 48 GT marks the revitalization

of our entire Ocean Series line, and we couldn't be more thrilled to start the first build in early 2013. Give us a call to learn more about the new boat!

If you are like me, then you have already begun to plan for the 2013 sailing season. Whether you're a current owner, you're thinking about becoming an owner, or you just simply appreciate our handcrafted works of art, we hope that you'll make plans to visit us on Mount Desert Island next summer for some good, old-fashioned Maine hospitality (accompanied by a lobster roll of course!).

Stateroom rendering of the new Ocean Series 48 GT



The foundation of Morris Yachts is strong and our future is bright. From all of us at Morris Yachts, we wish you and your family fair winds & following seas for 2013!

- Cuyler Morris, President



MORRIS M SERVICE

Another Busy Year!

Jerry Heist & Kirk Ritter, Yard Managers

Wow, 40 years, that's a long time to hold the position as one of the best boat builders and service yards in the world. Although, perhaps we can only claim 39 years in the service business, as this aspect of our company didn't start until the first boat built by Morris returned home for storage and service.

Since that first year in service we've seen many ups and downs in the marine industry. While the economy seems to be playing a major role in the boating business, particularly in the area of new boats sales, we've been fortunate that our service operations remain strong because of our customers' passionate commitment to their boats.

We've had many exciting changes in 2012 and we are looking forward to a strong 2013. Our travel lifts are finally slowing down after one of our most active seasons on record, and the final tally confirms that our customer base continues to grow. We've had great success with some exciting new re-fit projects as well.

Before talking about the good news, we wanted to take a moment and thank one of our very special, long term employees. After 35 years with Morris Yachts, Dave Wilson retired this summer. It was bittersweet saying goodbye to Dave and it's still rare for a day to go by without someone saying, "Dave would know the answer, call him". If you've spent much time with Morris over the years, I'm sure you know or have talked with David. He's left big shoes to fill and we'll miss him.

On the positive side, we were very fortunate to find Dave's replacement a few months before he retired and lucky for us his name is also Dave. Many of our customers have expressed thanks that they don't have to learn a new name!

So it is with great pleasure and timing, that David Dennison joined Morris as our newest Customer Service Writer. He came to us with almost 30 years experience and was able to join us two months before Dave Wilson's retirement so we could on-board him properly and transition Dave's accounts. Dave D is a licensed captain, a skilled technician and has become an excellent addition to the team.

We also hired Mike Paige this year as our Master Rigger. Mike brings 20 years of experience to the job. He will be taking a close look at all of the boats we service and allow us to offer more extensive rigging work. Steve Loughern also joined our yard crew this year. Steve is an industry veteran, a licensed captain and has 30,000 miles of sailing under his belt. You'll know him when you come into the yard, look for the guy with a smile on his face and a "how can I help" attitude.

Last but not least, we've added two new people to our paint department. James Fitzgerald joined us as Awlgrip supervisor, bringing 15 years of prior experience with the likes of Hinckley and Atlantic Boat. As Tim Taylor, our Awlgrip reps says, "he's one of the most talented guys in the business." Just look at James' work on a hull and it speaks for itself. Greg Aldrich also joined this year in paint and varnish, bringing 20 years of paint experience with him. *continued on page 8*

27 Years New

David E. Dennison, Customer Service Writer

As the saying goes: "Everything old is new again." Earlier in the season, our Bass Harbor Service Yard was in the midst of a rather unique project. Back in 1984, Craig and Sharon of Bayfield, Wisconsin, wanted a boat they could call their very own, and realized the Frances 26' Kit Boat would fit in well with their plans to finish off a fiberglass hull "in their spare time" while they continued with their busy lives.

In August of 1985, after a brief sea trial in Southwest Harbor to check out the Westerbeke engine and a few other minor details, their Frances was rolled up onto a trailer headed West.

Now as we all know, "spare time" rarely walks up to us and says "Hello"... so, fast forward 27 years to 2012. Sharon decided she had waited long enough for Craig to finish off the project in the barn, and called Morris Yachts to see about surprising her husband by having the boat brought back to Maine for completion.

It became quickly apparent that this was going to be a hard secret to keep from her husband. After the initial call, there were already a myriad of questions to consider. What kind of trim to install? How high are the settees going to be? Would Craig want a smooth overhead, or perhaps he'd like to use the pine strips that he had been saving out in the barn for "something"? Sharon reluctantly accepted that Craig would have to know, or else he might end up with her choice of cushion color. Marriages are only so strong.



Owner, Craig, standing with his boat Shearwater

Less than three months later, Craig happily made the journey back to Maine with the Frances. Most prominent of Craig's efforts is the beautiful teak decking, which is proof enough that he was most definitely capable of fine woodworking (Craig is a retired Wisconsin forester). He also proved to be pretty handy at Awlgrip, which is not for the faint of heart. Still, it was time to get the boat finished and enjoy the actual sailing part of boat ownership. And when your wife is agreeable to having someone else cross something off the "Honey-do" list, you don't hesitate!

After selling their bed & breakfast in the summer, Craig and Sharon were finally able to look forward to having an abundance of "spare time" in the fall. This time, however, they won't be headed back to the barn... for the first time in 27 years, Craig is going to take Sharon sailing.

An Eventful Summer

Sarah Fawle, Director of Marketing and PR

What a fun spring and summer this year had in store for Morris Yachts! Never before have we had such a strong presence at so many events, both national and international. Our sales team members were on the road each month showing and sailing our boats all over the world! Below are a few recaps of some of our most successful events this season. To stay updated on our 2013 schedule, visit the News & Events page on our website. We hope to see you around next year!



M-Series M36 Blue Moon V at the Cannes Boat Show

Worth Magazine Curator Event

In June, we hosted a chill-out lounge at the Luxury Curator Event hosted by Worth Magazine in Greenwich, CT, where we brought two M-Series boats to the show. Our location could not have been more perfect; down the way from the Maserati sport cars and a stone's throw from the cigar lounge at the Delamar Hotel. Talk about the place to be seen! Thos Moser Furniture provided us with stunning lounge furniture, and with our Onne van der Wal canvas prints of our sailing boats adorning the lounge, dare I say we were the best looking booth in the entire show. We also attended Curator San Diego, in April where we had an equal amount of fun!



Our custom lounge at Curator

Morris goes to France!

This year Morris Yachts exhibited our newest M36, *Blue Moon V*, at the Cannes boat show in the South of France. This was our first time attending the Cannes boat show and we had an incredible reception. Visitors just fell in love with the M36 and some people even came back day after day to see her, proof that our yachts are truly loved the world over. Cuyler has since flown back to France and taken interested parties out for test sails, so we are hoping that more M-Series yachts will soon be gracing the warm waters of the Mediterranean and beyond! A heartfelt thank you to the owner of *Blue Moon V* for kindly allowing us to exhibit her at the show.

Morris Yachts Boat Show

Our Morris Yachts Boat Show in Northeast Harbor, Maine, kicked off at the end of July, and we saw quite the gathering of fans, old and new. Fliers were passed out at every shop along Main street and large banner signs directed people down into our yard. We had a steady flow of visitors all weekend!

America's Cup in Newport

In late June, we were on the road with the entire world's sailing community looking upon us at the America's Cup event in Newport, RI, where the M52 (just days old at that time) served as the VIP Hospitality boat to Artemis Racing. Our official press release on the event said it all: "Both Morris Yachts and Artemis Racing exemplify unrivaled quality, commitment to innovation

and teamwork," says Doug Metchick, CEO of Morris Yachts. "Whether racing on the Artemis AC45 or taking our latest modern classic – the M52 – for an eye-turning cruise down the coast, the level of craftsmanship, talent and attention to detail that goes into these boats is remarkable." When I was on the Artemis base one night, I even overheard Terry Hutchinson, world-class skipper, say to his team mate: "The M52 is the best looking boat out there." Now that's a compliment!

Junior Olympics Sailing Festival

On July 19th and 20th, Morris Yachts sponsored the Junior Olympics sailing festival. Service yard managers Kirk and Jerry were zooming around both days on RIBS helping the event organizers out in every which way, and two of our sales team members, Chad and Gregg, held a shaded refreshment lounge for spectators and even provided daysails onboard our M36 and M29 boats to help parents get out on the water.

Vineyard Cup Sailing Regatta

In mid-July the M52 was on the road again as she graced the Vineyard Cup sailing course on Martha's Vineyard during this 3-day regatta. This time, though, she was joined by a fleet of



Our M52 served as the VIP boat for Artemis Racing at the America's Cup

seven other Morris boats! Morris Yachts has 3 owners who live on the island of Martha's Vineyard and many other owners nearby, so it was the perfect regatta for Morris to support. The Vineyard Cup raises money for SAIL MV, a non-profit organization that provides island youth with free and affordable access to the sport of sailing. Morris is thrilled to support this organization and sponsor their event. We also had a booth and table in the regatta tent and the Black Dog Wharf was full of Morris boats

on display. A great event for Morris, particularly in the height of summer!

All in all, we had a fantastic lineup of events in the 2012 sailing season, and we are looking forward to getting out on the water again in the spring. Check out the News & Events page on our website to learn where you can find us in 2013. See you soon!

Two M-Series M36 boats race during the Vineyard Cup Sailing Regatta





(continued from page 4)

Another Busy Year!

Jerry Heist & Kirk Ritter, Yard Managers

These additions add 96 years of combined experience to our already highly skilled crew in service and put us in a great position going forward.

Our Northeast Harbor service yard was also hopping all summer. In addition to a rigorous work schedule, the “yard” also played host to our week-long 40th anniversary celebration and our Northeast Harbor Boat Show. We also volunteered the venue (and employees) in the local community by helping with the Junior Olympics for Optimist and 420s. What a blast that was! Our team provided a fleet of safety boat and also helped parents with spectator access aboard our popular M-Series sailboats. We heard a number of comments back from the community on how much they appreciated our help.

Re-fits also played an important role in our service business this year and our crew handled six re-fit projects this season. This included a Bruckmann 50, Swan 44, Jonmeri 39, Morris Justine 36, Morris Linda 28 and Morris Frances 26. Through these projects we replaced

keels, engines, electronics, a deck, a cabin and plenty of paint and varnish work.

There are two particular re-fit stories worth noting. The first is DAUNTLESS. She’s a 27 year-old Morris Justine 36 that we took in from an estate and have entirely refurbished from stem to stern, including removing and re-bedding all deck hardware, an Awlgrip job on the deck and hull, repainting and varnishing the interior, a new engine, all new mechanical systems, new cushions, new head, new stove, new electronics and the list goes on and on. This boat is now offered for sale as a “factory certified” new 27 year-old Morris and our first Justine 36 build-out in 18 years.

We’re also just wrapping up a major refit on a Frances 26. This is a great story. One of our owners bought the boat from Tom Morris 27 years ago as a “kit”. We delivered a hull, complete with engine and systems, but the owner wanted to finish the boat himself. So the boat went into a barn in Wisconsin and sat there, brand new

and untouched for 30 years. As a birthday present, the owner’s wife (yes, women are smarter) called Morris and asked if we might assist in finishing the boat. Or in her words, “starting the project!” So after a bit of negotiation (the owner still wanted to finish the boat himself!), he finally acquiesced, brought the boat to Bass Harbor by himself on a trailer, spent a few days with our crew, and kick-started the project. We’re just wrapping it up and 2013 will see another Morris Frances 26 commissioned.

So..., all that said, where is our service department going in the year ahead? We are committed to providing world class service and to continuous improvement in our capabilities. We are committed to clean work spaces and delivering impeccably clean boats. We are committed to delivering boats on time with completed high quality work and a 100% completed check list. We are excited about the work we do and we hope to communicate with our customers frequently. We will continue to treat each other and our customers with respect, fairness and honesty. We are all part of the Morris family and we are here to make all of our sailing experiences better.

As Mahatma Ghandi said:

“A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.”

Thank you to all of our customers for giving us the opportunity to serve you.



Happy Retirement, Dave!



In June, after 33 years of working with Morris Yachts, David Wilson moved on to the next exciting chapter of his life: retirement! Although it was a sad event for the service crew, we are happy for him and wish him the very best. Tom Morris hired David with a handshake in 1979 at the Southwest Harbor yard, and over the next few decades, David worked on various aspects of building, delivering, rigging, and finally coordinating service. Very few others within our organization knew as much detail about the Morris fleet as David, and he was always happy to share any anecdotal information he had acquired on almost all of the earlier boats. David’s wife, Judi, also recently joined him in retirement after more than 30 years in the yacht service industry. Together, they plan to take more frequent fly-fishing trips, and finish refitting their Morris Frances 26.

Morris Brokerage James Allen, Brokerage Director

2012 has continued the trend of busy years for the brokerage department. Although gross brokerage sales were not quite as high as the last couple years (arguably to be expected in an election year), the volume was similar. It was quite an eclectic mix of boats trading hands this year with boats including: Swan, Duffy, Eastern, Hinckley, Alerion, and of course plenty of varying sizes of Morris Yachts. They were purchased by folks as close as down the street, to as far away as New Zealand! The buyers are all in a similar "boat" if you will... looking for the highest quality, well-maintained vessels on the market. They realize that there is incredible value in these boats, and that they'll continue to hold their value for years to come. I'm happy to say that Morris Yachts continues to build the reputation of treating both buyers and sellers with the utmost respect and professionalism. We understand that buying or selling a boat can be stressful, and we strive to make the process as easy and fun as possible. We look forward to another successful year in 2013 and hope you will contact us for any of your brokerage needs.



2006 36' M-Series M36
Morningstar \$349,000



1996 44' Morris Ocean
Presto \$475,000



1977 26' Morris Frances
Rachael \$49,000



2001 50' Bruckmann
Razz M' Tazz \$675,000



2005 33' J-Boat J/100
Remedy \$105,000



2008 42' M-Series M42
Renardier \$649,000



2006 36' M-Series M36
Sailyne \$369,000



1993 38' Morris Ocean
Seabear II \$295,000



1984 30' Morris Leigh
Seahorse \$68,000



1996 45' Alden 45
Second Wind \$395,000



2007 36' Sabre Spirit
Barbara Anne \$229,000



2009 48' Morris Ocean
Barra \$1,290,000



2008 36' M-Series M36
Breathless \$372,000



2004 46' Morris Ocean
Escapade \$595,000



1998 46' Morris Ocean
Finback \$450,000



1988 26' Morris Frances
Stormy \$57,775



1991 36' Morris Justine
Sundance \$239,000



2003 36' Sabreline
Thrumcap \$235,000



2008 36' M-Series M36
Time Out II \$375,000



1958 26' MacKenzie Cuttyhunk
Truant \$69,000



2007 33' J-Boat J/100
Flirt \$129,000



2008 42' M-Series M42
Goleen \$649,000



2005 36' M-Series M36
Grace \$325,000



2006 42' M-Series M42
Grace \$560,000



1998 32' J-Boat J/32
Grey Eagle \$129,000



1981 26' Morris Frances
Truant \$48,000



1989 36' Morris Justine
Ursa Nigra \$182,000



1998 38' Victoria
Victoria 38 €165,000



2005 36' M-Series M36
Windchaser \$295,000



2008 36' M-Series M36
Yare \$364,000



1992 36' Morris Justine
Gryphon \$199,000



2001 48' Morris Ocean
Ice Bear \$790,000



2007 36' M-Series M36
Inglesea \$389,000



1983 29' Morris Annie
Jeanne Marie \$75,000



1989 28' Morris Linda
Jellybean \$95,000



2007 42' M-Series M42
Joya del Mar \$645,000



1998 46' Morris Ocean
Kia Mara \$595,000



1997 25' Lyman Morse
Yi Heung \$69,000



2004 34' Morris Ocean
Mabrouka \$298,000



2007 42' M-Series M42
Mistral \$575,000

Featured Listing:

2012 Morris Yachts M-Series M52
M5202 • \$1,618,165

M5202 is a unique opportunity: she was an owner-sponsored boat built to re-launch the model and, therefore, is available immediately with a complete new boat warranty. The M52 faithfully adheres to the fundamental philosophy laid down for the M-Series: classic beauty, extraordinary ease of handling, and emphasis on the fundamentals of comfortable sailing. This boat has a real sense of adventure about her that is balanced with the craftsmanship and quality from Morris to ensure our owners (and their families) feel confident and safe. Her great length and volume combine to provide luxurious accommodations for cruising, a large cockpit for daysailing, and great performance. M5202 is a yacht that will grace any harbor and provide pride of ownership for many years to come.



About Morris Yachts

Founded in 1972, Morris Yachts is America's premier builder of semi-custom and custom sailing yachts from 29-80ft and has worked hard to become the quality benchmark for discriminating yachtsmen around the world. Through their M-Series and Ocean Series lines and now their Leadership 44 sailboat with the U.S. Coast Guard Academy, Morris Yachts has a demonstrated reputation for luxury, performance and great value. Over the years Morris has worked with world-renowned designers C. W. Paine, Sparkman & Stephens and David Pedrick. The family-owned company operates a complete yacht service organization including new yacht construction, brokerage and two full-service yards on Mount Desert Island, Maine.



MORRIS **M** YACHTS

BUILDERS OF FINE YACHTS · PROVIDERS OF WORLD-CLASS SERVICE, REFITS AND BROKERAGE SERVICES

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