



CONTACT:

Leslie McKerns, Publicist
mckerns@bellsouth.net
Chris Cantwell
ccantwell@mainstreetmkt.com
(561) 748-8555

FOR IMMEDIATE RELEASE

NEWS RELEASE



Lifting the Big Boats with the World's Largest Marine Forklifts

By Leslie McKerns

In the outdoor world of marinas and powerboats, Raymond Graziotto is making his mark. Co-owner of eight prime marinas along Florida's east coast, Graziotto and Partner JC Solomon III, have brought over 2,000 marine buffs together under the Loggerhead Club & Marina™ brand. The eight branded marinas are located from Miami north to Vero Beach. Loggerhead Club & Marina™ is positioning itself in the industry by offering boat owners sheltered harbor marinas with convenience and amenities, including virtual offices, club rooms, and a host of marine and land based activities.

“The first challenge was to establish a level of service not known in the industry,” said Graziotto. “The second challenge is to top the first.” Currently, Loggerhead Club & Marina™ is providing a higher level of service to boaters by commissioning two of the world's largest marine forklifts ever built. “With these forklift giants, we have the capability of lifting extremely large vessels up in the air and the dexterity and maneuverability to place them easily out into the water and safely back into storage,” he adds.

The large boat market is booming, but finding storage for them is a dwindling resource. Loggerhead Club & Marina™ – Riviera Beach will store more than 300 boats in sizes up to 45 feet in length. Most storage facilities at marinas draw the line before lift-handling the larger boats up to 45 feet. Yet this is exactly the length that can be easily stored inside the new all-inside boat storage at Loggerhead Club & Marina™ – Riviera Beach.



Loggerhead Club & Marina™ - Riviera Beach

The marina industry has expanded to include not only wet storage and dry ground storage, but increasingly to include rack storage. The shortage of boat storage, more dry-stack storage facilities closing or being sold as high priced “rackominiums” or spaces being replaced with high-rise condominiums, makes dry boat storage a popular shrinking commodity and a luxurious convenience. With the dry storage at Loggerhead Club & Marina™ – Riviera Beach, boaters and club members are able to have the ultimate in affordable no fuss luxury. With ‘on call service’ - the boat is ready upon arrival, and cleaned, serviced and stored when the day is done.

Wiggins Lift Co., Inc., a family owned and operated corporation located in Oxnard, California, is responsible for building the impressive lifts that make lifting these big boats possible.

“The Loggerhead Club & Marina lifts are two of the largest marine forklifts in the world,” said Mike Wiggins, of Wiggins Lift Co., Inc. “These lifts were custom designed and manufactured based upon our engineering technology and our proprietary Marina Bull™ lift, in conjunction with the specific needs of the marina, the size and mix of boats, the size of the storage facility, the land and access to the water.” The Wiggins Company worked with Loggerhead Club & Marina™ marina experts in correctly sizing the type of lifts that would need to be created for the Riviera Beach location. The Wiggins design group met with the Loggerhead Club & Marina owners and the facility architect, Larry Cohan, AIA, of BCArchitects, consulting on the location of the marina, intended use, types and sizes of boats to be stored, aisle widths and door heights in order to design lifts that would fit the building. The lifts are designed with a wheel base and carrying capacity in excess of 200,000 pounds. The precise engineering process took six (6) months from the time the order was placed. “We’re ready to ship now, right on schedule, after allowing for the concrete pads to have ample time to cure,” Wiggins adds.

“We’re planning to have a grand ribbon cutting ceremony when the lifts arrive,” said Ray Graziotto. “We’ll get one of the really big boats up on the lift and show our crowd how easy it is to lift the boat, place it in the water and store it protected from the elements.”

Boat owners have had a recent lesson in safe storage with the hurricane events of 2004 and 2005. Boat owners are increasingly turning to dry-stack storage as a protective measure. “We offer safe harbor for owners and club members’ boats, both in and out of the water,” Graziotto adds. “We’re not forgetting that boat ownership should be a protected investment, but the point for the boat owner is to be out spending enjoyable time on the water. We provide service at Loggerhead Club & Marina™, it’s what we’re about.”

The Loggerhead Club & Marina™ – Riviera Beach storage facility located near the water and the all weather inlet is nearing completion and reservations for space are well underway. With more and more cities enforcing or starting regulations prohibiting trailers and boats from being stored in plain view, as the Town of Jupiter is now considering, it may be just the time to secure storage space. A bonus if it can be at a luxury facility offering

- A new state-of-the-art **Dry Storage** building incorporating the latest design in rack systems for boats up to **45 feet** in length.
- A completely stocked **Ship’s Store** with a wide variety of quality marine supplies, bait, cold drinks, snacks, ice and other food items; next day delivery on all custom orders.
- A full-service **Texaco Starport** fueling station with advanced delivery system, utilizing an easy access floating dock and dispensing only High-Octane gasoline and Marine-grade diesel.
- The largest ever **Marine Forklifts**, specifically designed and custom-built for this facility, to handle all boats with complete ease and safety.
- Full **Marina Service** seven days a week, staffed by well-trained uniformed employees
- Complete resource / referral center for all marine related **Repairs, Refurbishing and Maintenance** offered by fully accredited, licensed and insured marine service contractors.
- **Vessel care** including regular upkeep, wash, engine flush, wax and service check.
- **Luxury Rest Facilities** complete with air conditioned shower areas, changing rooms, lockers and lounging areas.
- **Virtual Office** including message center, high-speed internet access, email services, print, copies and meeting space.
- **Phase II full service Restaurant** with a waterfront view of the Loggerhead Club & Marina™—Riviera Beach marina basin and the Intracoastal, open daily for a complete breakfast, lunch and dinner service.
- **Reciprocal Use of the Loggerhead Club & Marina™** properties located from Vero Beach to Miami. www.loggerheadclubandmarina.com or call toll free 888-Logger2 (888-564-4372).

Loggerhead Club and Marina™ brand is owned by Seven Kings, Holdings, Inc., headquartered in Jupiter, Florida, a premier development and holdings company of independently owned and operated luxury marinas and related properties. www.skholdings.com; www.loggerheadclubandmarina.com, toll free 888-Logger2.

Leslie McKerns, BA, BS, Lic ID, AIA Allied, McKerns Development is the publicist for Seven Kings Holdings, Inc., and specializes in strategic marketing, press and media relations for those in the built environment—Developers, Architects, Builders and Engineers.

mckerns@bellsouth.net; www.freewebs.com/mckernsdevelopment/

Chris Cantwell, Mainstreet Marketing, is the marketing firm for Seven Kings Holdings, Inc. and is in charge of the Loggerhead Club and Marina brand™ development. Mainstreet Marketing is a full- service marketing firm with offices located in Jupiter, and Orlando, FL. www.mainstreetmkt.com.

Mike Wiggins is President of Wiggins Lift Co. Inc. in Oxnard, California. Wiggins Lift Co. Inc. is the manufacturer of the Wiggins Marina Bull used for drystack storage. Mike Wiggins can be reached via e-mail at mikew@wigginslift.com or by fax: (805) 485-5230. **Wiggins Lift Co., Inc.** 2571 Cortez Street, Oxnard, CA 9306-1642 Phone: 805-485-782 wigginslift@wigginslift.com.