



VOL. 1 ISSUE 3 · FEBRUARY 2025

THE PERFECT FORMULA

Official Newsletter for Formula Boats Tech News

Boat Show Season is Upon Us

Fresh snow has fallen and our longing for warm weather and boating has made some of us stir crazy. Well, we have just the cure for your boating needs! Stop by one of the regional boat shows and say hello!

Check out our new models or speak with one of our TAG members about projects you might be tackling during the off season.

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Christopher J. Everett,
Editor

Feb 1, 2025
Feb 8, 2025

Detroit Boat Show

[VISIT EVENT SITE →](#)

Huntington Place
(formerly Cobo Center)

1 Washington Blvd, Detroit, MI

Feb 12, 2025
Feb 16, 2025

Miami International Boat Show

[VISIT EVENT SITE →](#)

One Herald Plaza

Miami Beach Convention Center, Miami, FL

Feb 12, 2025
Feb 16, 2025

Grand Rapids Boat Show

[VISIT EVENT SITE →](#)

Devos Place

303 Monroe Ave NW, Grand Rapids, MI

Feb 13, 2025
Feb 16, 2025

New Jersey Boat Sale & Expo

[VISIT EVENT SITE →](#)

New Jersey Convention & Exposition Center

Raritan Center, Edison, NJ

Feb 26, 2025
Mar 2, 2025

Atlantic City Boat Show

[VISIT EVENT SITE →](#)

Atlantic City Convention Center

1 Convention Boulevard, Atlantic City, NJ

Brian's Marina

Established in 1981, Brian and Patti Jewell founded the business repairing all makes and models of marine propulsion engines. Located conveniently in Saint Joseph, Michigan, Brian's boasts an impressive 206 wet slips and a 30 ton travel lift with the capacity for up to 50' vessels.

Not only is Brian's a Formula authorized service center, they are family owned and operated. Brian, Patti, and son Matt are all integral parts of the marina, store, storage and in/out dry dock rack storage.



We asked Brian's Marina what they liked about working on Formula boats. "The thing we like most about working with Formula is the assistance you provide. Whenever we have any questions or concerns, it is not only easy to get in touch with you, but Formula goes above and beyond with technical support. We are directed to the right person to help us, and in some cases, Formula has even sent reps to come assist in diagnosing the problem." Matt Jewell.

<https://www.briansmarina.com/>

"it is easy to get in touch with you, but Formula goes above and beyond with technical support"

OWNER MATT JEWELL

Brian's Marina
Saint Joseph, MS

(269) 983-2628

HOURS OF OPERATION
MON - FRI:
8:00AM - 5:00PM EST

SAT:
8:00 A.M. - 1:00 P.M.
(CLOSED SATURDAYS IN
JANUARY AND FEBRUARY)

SUN:
CLOSED

Meet Your Team

Regional TAG Product Support Manager Bryan Boehmer has been with Formula Boats for nearly 16 years, with the last nine in the Technical Assistance Group.

Bryan manages the east coast of the United States, along with portions of the Midwest. Bryan originally started his tenure with Formula building plugs in our R&D department, followed by a move to our paint department where he spearheaded the hand taping of our intricate paint designs.

We asked what Bryan liked most about his position, he stated, “Helping customers stay on the water and enjoying their beautiful Formulas.”

A fun fact that you may not have known about Bryan is that he started a hydrographics business. He dips everything from cups, dash panels, and even race car parts.



“Helping customers stay on the water and enjoying their beautiful Formulas.”

BRYAN BOEHMER
REGIONAL TAG PRODUCT
SUPPORT MANAGER

Off-Season Projects

OEM Skin Replacement

During the busy boating season, did you have an accident or a guest nick or cut your seat upholstery? Or maybe you just want a fresh look on your Formula? In this month's "Off-Season Projects" section, we will show you how to replace an OEM seat skin.

With OEM replacement skins, your skin may fit like brand new. Minimal adjustments will be needed. Following the steps below will ensure a factory fit and finish.

You can purchase OEM skins directly from your local Formula Dealer, Authorized Service Center or directly from Formula Boats.



- Step 1: Remove your complete upholstered cushion, backrest, or coaming.
- Step 2: Using a staple removal tool (pictured), remove all the staples from the original skin. Remove skin.
- Step 3: Lay the new OEM seat skin over the original foam, making sure the corners are pushed out and fitting correctly.
- Step 4: Starting in one corner, pull 1 1/4" material over and secure it with 3/8" stainless staples. Moving to the opposite corner, pull the material the same distance and secure.
- Step 5: Continue to middle of each side and pull the skin snug, but do not over tighten the material and secure the skin using staples. Work your way around the skin, securing the rest of the material with staples.
- Step 6: Reinstall your cushion, backrest, or coaming, and enjoy the factory-new appearance.





CUSTOMER CORNER

This month's customer corner recipient is none other than the Devlins, Gary and Lisa, whom I first meet in the factory while taking them on a tour when they were having their 2017 370SS built.

Recently I got to sit down and talk boats with the Devlins currently own and operate the last 45 Yacht Formula ever produced. I had the opportunity to ask about their passion for boating, their favorite destinations, and the reasons they enjoy the Formula brand.

Gary and Lisa and their family hail from Maryland. Boating mainly on the Chesapeake Bay, Gary and Lisa love to rate all of the marinas they visit on a star Rating 1-5, based on the type of docks, bath houses, amenities (pool, bikes available to use or rent, bar, restaurants, and WiFi) and surrounding area activities, such as shopping, restaurants and cool places to see) favorites are Saint Michaels, Rock Hall, Bay Bridge Marina, Solomon's Island, Tides Inn and Oxford.

They have owned Formulas for the past 34 years and only 3 over that time; a 1988 311 SR1, a 2017 370 SS and their current 2020 45 Yacht. Fit and finish and construction is top notch as seen first hand during their factory tour and by the number of quality assurance inspectors present. Formula's customer service is second to none for support, parts and tech assistance, "We have made many friends from the Formula team and always look forward seeing some of them at the boat shows."

Thank you, Gary and Lisa Devlin, for being this month's Customer Corner owners.



"I wanted freedom, open air, and adventure. I found it on the sea."

ALAIN GERBAULT