

# THE PERFECT FORMULA

Official Newsletter for Formula Boats Tech News



## Two Corporate Teams to Make a Splash

Formula-sponsored Fishing and Poker Run Teams are set to kick off the 2025 boating season. The Formula Fishing Team will be returning to the waters for their third consecutive year, while the Formula Poker Run Team is set to make a slightly larger “splash” during this upcoming season.

Come meet and greet these Formula Teams at all of the tournaments and poker runs listed below. Look for fun Formula swag at upcoming events.

### Formula Fishing Team

- May 2-4: Tom Thumb Bull and Cow Dolphin Tournament – Marathon, FL
- May 15-18: Pompano Beach Saltwater Shootout – Pompano Beach, FL
- June 6-7: Florida Sportfishing Association Offshore Slam – Cape Canaveral, FL
- August 14-17: Pompano Beach Saltwater Showdown – Pompano Beach, FL
- September: Naples Take a Soldier Fishing - Naples, FL (2025 dates TBD)

### Formula Poker Run Team

- July 10-12: Boyne Thunder Poker Run – Boyne City, MI
- July 16-19: 1000 Island International Charity Poker Run – Clayton, NY
- August 14-16: Rock The River – Cincinnati, OH
- September 6-7: Lake Cumberland Poker Run – Jamestown, KY
- November 5-11: Key West Poker Run – Key West, FL



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Christopher J. Everett,  
Editor

# Ocean Breeze, Inc



Ocean Breeze, Inc is a full-service repair shop providing service in Palm Beach and surrounding communities for the past 25 years for small and large yachts.

Mauricio Costa, the founder of Ocean Breeze Yacht Services and Detailing and owner of East Jupiter Marine, was born in Mendoza, Argentina, and moved to Florida in 1993. With more than 25 years of experience, he founded Ocean Breeze with the goal to treat each and every yacht or boat like it was his own. He has been the owner of East Jupiter Marine since 2003 and has been factory trained and certified as a technician by Mercury, Formula and Honda Marine.

Every year, he and his team attend training seminars to keep up with new and improved techniques to better assist customer needs. His love for the ocean, boats and people is his passion, and he strives to provide a superior customer experience and tremendous value to every customer.

Ocean Breeze can service any type of yacht. They offer sales, repair, and installation, as well as maintenance. They do warranty work in all Honda and Mercury outboard, sterndrive and inboard motors. They are a premier Mercury and Honda fully authorized dealer for the past 25 years, and for the past 7 years, have been your local authorized Formula service center.

**“Ocean Breeze prides itself on having the friendliest and most knowledgeable staff in Palm Beach Gardens, Florida.”**

**Mauricio Costa  
(Owner/Operator)**



**(561) 575-2857**

**Hours of Operation**

**Mon - Sat:**

**8:00 a.m. - 5:00 p.m. EST**

**Sundays:**

**Closed**

# Meet Your Team

This month's featured TAG Team member is Product Support Specialist (Legacy) Alex Lengerich. He has been with Formula Boats for 11 years this month, with the past three-and-a-half years in the Technical Assistance Group.

Alex is tasked with supporting Formula's entire lineup of boats and customers that are beyond their warranty period. This entails handling all parts sales, direct customer interactions and supplying our local service centers with invaluable assistance. Alex started his tenure with Formula working production line in hull rig, prior to being selected for our Bill of Materials department before he realized his knack for customer service.

When asked what Alex liked most about his position, he stated, "I enjoy keeping all types and models of Formulas on the water. Helping customers has always been a wonderful feeling."

Fun facts that you may not have known about Alex is that he is a Mustang enthusiast and he owns a 1996 Cobra. He enjoys taking his family to car shows and picking out future projects. His favorite location to visit is the mountains.



**“I enjoy keeping all types and models of Formulas on the water. Helping customers has always been a wonderful feeling.”**

**Alex Lengerich  
Product Support Specialist  
(Legacy)**

# Formula Facelift

As the spring showers bring May flowers, it is now time for much of the boating community to start getting ready for the upcoming boating season. Hopefully you have wrapped up all of your off-season projects. If not, and you still need parts, upholstery, or canvas, you still have the opportunity to contact your local Formula authorized service center.

The Formula factory team is always available for your assistance as well. For the quickest response time, please email your questions or parts requests to [support@formulaboats.com](mailto:support@formulaboats.com). Please include your hull identification number and photos if possible.

This month, we will be going over how to dewinterize your Formula.

## Freshwater System

1. Add a couple of gallons of water to the water tank. There is no need to completely fill the tank.
2. Turn on the freshwater pump. Purge the air out of the system. Open the faucets to let the air purge out of the system. Let the water flow until the tank is empty and the pump runs dry. This should remove any residual antifreeze from the system.
3. Turn the water pump off and close the faucets.
4. Completely fill the water tank with fresh water.
5. Turn the water pump back on and open the faucets.
6. Wait while the air purges again out of the lines and the water runs smoothly out of all faucets.
7. Close the faucets and top off the tank with fresh water.
8. If desired, add a water treatment to the tank.

## Marine Air System

1. Remove the seawater discharge hose from the discharge fitting and place the hose in a bucket. If the boat is not in the water, remove the hose from the seawater intake fitting and place it in a separate bucket of fresh water.
2. Run the air conditioner. This will expel antifreeze out of the system and into the empty bucket. When the water runs clear into the bucket, turn off the air conditioner and reclamp the discharge hose to the discharge fitting. For boats that are not in the water, reclamp the intake hose onto the intake fitting.
3. Dispose of used antifreeze. Do this in accordance with local, state and federal regulations.



## Customer Corner

### Formula Boats Owned:

Previously: Formula 27 PC

Currently: Formula 353 w/Merc Racing 540s/Formula 37 PC w/Volvo D6-IPS

This month's customer corner recipient is the Wilson family, Luke & Stacy. I got to know the Wilson's from various poker runs over the years. Thank you so much for being part of the Formula Family and this month's *Customer Corner* featured owners.



### Why you chose Formula as a brand:

I always had an eye for Formula since I was a kid. I could always tell the profile of a Formula on the water since a very young age from a mile away. Just the way they sat in the water did it for me. I grew up around boats my whole life and there were always boats that stood out, like that Porsche 911 you dreamed of as a kid, but mine was a Formula. It wasn't until I was older that I started noticing how the Formula paint always looked new on the water. I started noticing the fit and finish, the quality of interior materials, the lighting, the hardware, the details. When I bought my first Formula, I'd get compliments on the dock all the time. People value the brand, and I appreciate that. It makes you feel proud of what you are operating.

### How many years you have been boating:

Myself as an owner for 26 years, but I grew up boating with my family as a kid. Boating has been a core component of my family's life as long as I can remember. Some of my best memories as a child are on the water, and I always wanted to continue that tradition with my kids.

### Favorite destination to go boating:

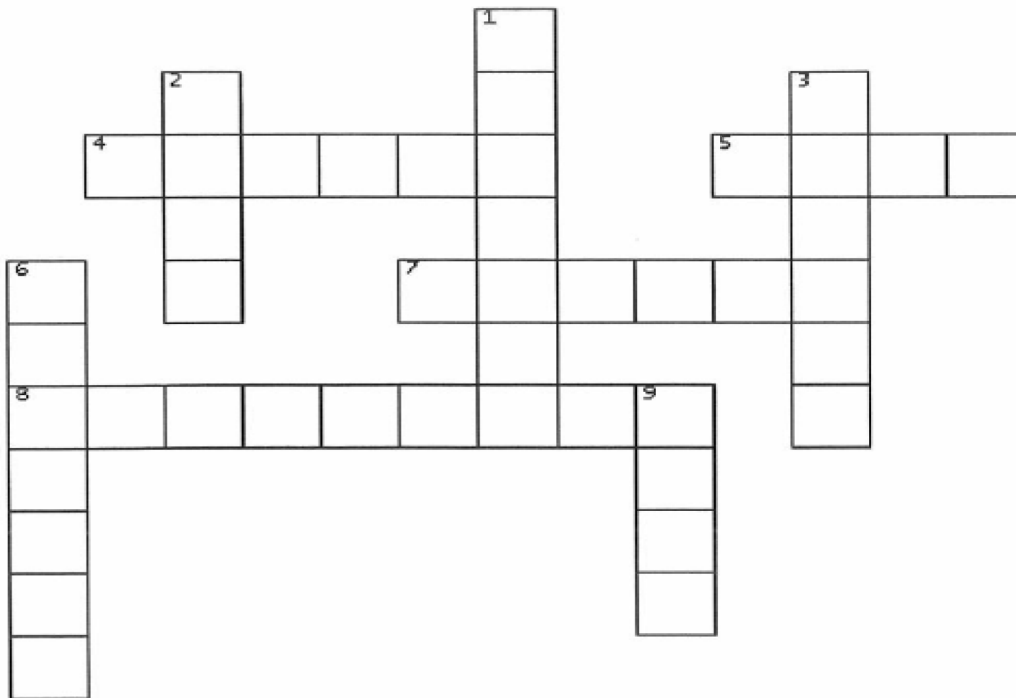
Lake Cumberland, Dale Hollow, Lake Monroe...I'm a float-in-the-lake kind of guy.

### Why you would suggest Formula as a brand:

I have owned other boats, and I have considered other boats along the way. I have family and friends who are taking new boats back to the dealer to fix mechanical issues, leaks, fit and finish issues. I have never worked on any of my Formulas past cleaning and preventative maintenance. I put them in the water and I use them, and really get to enjoy that time on the water rather than worry about equipment. I've always been able to count on my Formula to be that escape that I'm looking for. I also take a lot of pride when I pull up in a line of boats, or to a poker run with my 353...someone always comments how nice the boats are. That goes a long way with me. Lastly, the customer service is exceptional. It is a company with resources to help you when you need it, and you can feel the pride in the family-owned product.

# Secret Formula

Want to have a chance at winning some Formula goodies? Can you crack this month's "Secret Formula"? Snap a picture of your solved word search and email it to [chrise@formulaboats.com](mailto:chrise@formulaboats.com). Please label your email Formula Crossword. You will have until the end of April for your submissions. 2 winners will be chosen at random to receive a gift from the Formula Team. Good luck and get cracking!



## ACROSS

4. Used to protect your beautiful graphics
5. Left side
7. Boater's favorite view
8. Right side

## DOWN

1. Boating brand
2. Captain's chair
3. Boating company family heritage
6. Formula Center Console Team
9. Boat parking



**FORMULA**

**“So I met the bloke who invented crosswords today. I can't remember his name, it's P something T something R.”**

**Tim Vine**