



# The Chartplotter

## Pre-Season 2013

### Resource Directory

**Hours :**  
M-Sat 8am – 4 pm, Sunday 930a-3p

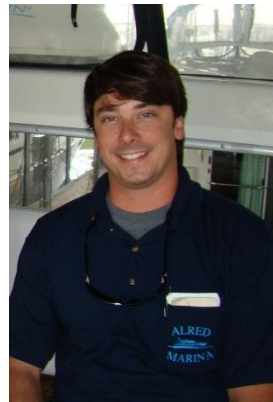
**Contact Info:**  
351 Marina Road, P.O. Box 519  
Guntersville, AL 35976  
info@alredmarina.com  
Visit us online [alredmarina.com](http://alredmarina.com)  
Office 256-582-4400 Fax 256-582-1727  
Mobile 256-312-1444  
Bill & Judy Cranford, owners  
Russ Cranford, General Manager  
Betty Hamilton, Office Manager

We monitor VHF Channel 16.

**Marine Service of Guntersville**  
Daniel Cox, Parts Manager  
Wally-Marine Mechanic  
Dane-Fiberglass, wood & gelcoat Specialist  
Andy-Fiberglass, wood & gelcoat specialist

**Guntersville Police Dept 911**  
Non-emergencies 256-571-7571  
**Marshall County Sheriff's Dept 911**  
Non-emergencies 256-582-2034  
**Marshall County Rescue Squad 911**  
Non-emergencies 256-582-8923  
**Alabama Marine Police,**  
District 1, Guntersville 256-582-1099  
Capt. John Clifton  
**Boater's Exam--Alabama**  
boat-ed.com/al  
**TVA Watershed--Guntersville/Tims Ford**  
(800) 882-5263  
Lake Levels [tva.gov/river/elevations](http://tva.gov/river/elevations)  
**U.S. Army Corps of Engineers**  
**Nashville District**  
charts & maps [ln.usace.army.mil](http://ln.usace.army.mil)  
**United States Coast Guard-Louisville, KY**  
Non-emergency 502-779-5400  
Emergency 800-253-7465  
**USCG Auxiliary Courses & Safety Checks**  
a0822402.uscgaux.info  
Sandra Merlo [wharfcat@nehp.net](mailto:wharfcat@nehp.net)  
**U.S. Power Squadron Courses & Safety**  
**Checks, [www.usps.org/hunts](http://www.usps.org/hunts)**  
Chris Whitacre 882-6909

**MSD Inspections**  
Russ in marina office  
256-582-4411 New stickers October  
**Lake Guntersville Chamber of Commerce**  
256-582-3612 [guntersville.org](http://guntersville.org)  
**Marshall County Convention & Visitors'**  
**Bureau (256) 582-7015**  
**Lake Guntersville State Park,**  
1155 Lodge Dr. 256-571-5440  
**Lake Guntersville Fishing Report**  
Capt. Mike Gerry  
[fishlakeguntersvilleguideservice.com](http://fishlakeguntersvilleguideservice.com)  
**The Advertiser-Gleam**  
(256)582-3232 [advertisergleam.com](http://advertisergleam.com)  
**Life on the Water magazine,**  
(256)882-1972 [lifeonthewater.com](http://lifeonthewater.com)  
**Boats for Sale: YachtSouth Brokerage,**  
an Alred Marina preferred broker  
**877-274-0767 [yachtsouth.com](http://yachtsouth.com)**  
Larry Long 256-509-8682  
**Restaurant Delivery Available:**  
Pizza Hut, 14365 Highway 431  
(256) 582-6141  
**Transportation**  
Alred Courtesy Car-256-582-4400  
Enterprise Rent-A-Car (877) 410-7393  
**Towing on the Water**  
Marine Svc of Gville 256-582-4400  
mobile 256-312-1444



## A Note from Russ... Tough part of the job.

Volume 2 No. 1 Pre-Season 2013

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Have you ever been to Bobby's Fish Camp? It's a family-owned, rural marina...that probably does more business than all of us on Lake Guntersville combined. They have no permanent slips yet 100 foot yachts stop often. This is an excerpt from their current brochure:

*"We DO NOT offer discounts. We are way too small, we need to stay in business and be here to serve you."*

We've just had to increase our rates. Our costs have increased considerably, not to mention the dollars we had to put with our insurance money to bring the marina back. And although I empathize with the Bobby's Fish Camp statement, we also know that money is tight for you, too. So [on page 3](#), we hopefully show you the value of your fees. We have created some REWARDS programs for long-time customers, new customers, and referrals with FUEL REBATES on SLIP RENT, DISCOUNTS at area restaurants and golf courses, and even DISCOUNTS on repairs and parts. We value your business. We thank you for your friendship. And we will continue to do what's needed to make our marina the best we can for you, provide the services needed to keep your boats running efficiently and provide jobs to our employees.

Give us a call or email us anytime...

Russ Cranford, Manager 256-582-4400 [russ@alredmarina.com](mailto:russ@alredmarina.com)

# Did you use your boat this winter? No?



Then you need a  
SPRING MAKE-READY SPECIAL from  
Marine Service of Guntersville! [Watch this video](#)  
from BoatU.S. Check out our [SPECIALS](#)  
ON PAGE 2...



**SPRING MAKE-READY INCENTIVES!**  
**\$20 Fuel Card with every Spring Make-Ready scheduled now thru March 31<sup>st</sup>.**  
**\$50 Fuel Card with every BOTTOM PAINT JOB scheduled now thru March 31<sup>st</sup>**



**Alredmarina.com REPAIRS**  
 to see our list of services.



**Alredmarina.com Ship's Store**

Let us order your parts and save shipping costs!

**BoatSafe bilge heaters.**  
 Remember, in past years, we've gotten snow in March.



Impellers. All sizes.



Made in America, DEKA MARINE GRADE BATTERIES have the standard for reliability for over 50 years.



Taylor-Made Fenders. They're the best. Don't leave the dock without them.



Dock lines. You can never have too many lines onboard.



from bilge pumps to electrical to marine hardware, check out the ALRED SHIP'S STORE for all your supplies. Special orders WELCOME!



**Alredmarina.com EVENTS**

- February**  
 23: FLW One Day Tournament -- Lake Guntersville State Park,  
 23: 2nd Mardi Gras Casino Night presented by Sunrise Rotary Club at Guntersville Town Hall, 7 p.m.  
 23: Ditto Landing/North Alabama Boaters' Assn What's In the Pot Cookoff. Free to cook, eat or attend!  
[Northalabamaboating.com](http://Northalabamaboating.com)
- March**  
 2: FLW Everstart Tournament at Lake Guntersville State Park  
 21: First day of SPRING!
- April**  
 20-21: 52nd Annual Art on the Lake at Guntersville Rec Center. \$2, 12 and under free. (256)653-0991



**alredmarina.com SLIP RENTAL**

FOR A LIMITED TIME ('til we fill up the slips)

**-EXISTING ALRED CUSTOMERS...** Fill out a REFERRAL FORM for a new customer and when they turn it in and rent a slip from us, YOU'LL GET THE AMOUNT OF THEIR FIRST MONTH'S SLIP RENT CREDITED TO YOUR ACCOUNT.

**--NEW ALRED CUSTOMERS RELOCATION BONUS** when you turn in a referral form from one of our existing customers and sign an annual lease (even if you want to pay monthly), YOU'LL GET YOUR FIRST MONTH'S SLIP RENT CREDITED TO YOUR ACCOUNT.



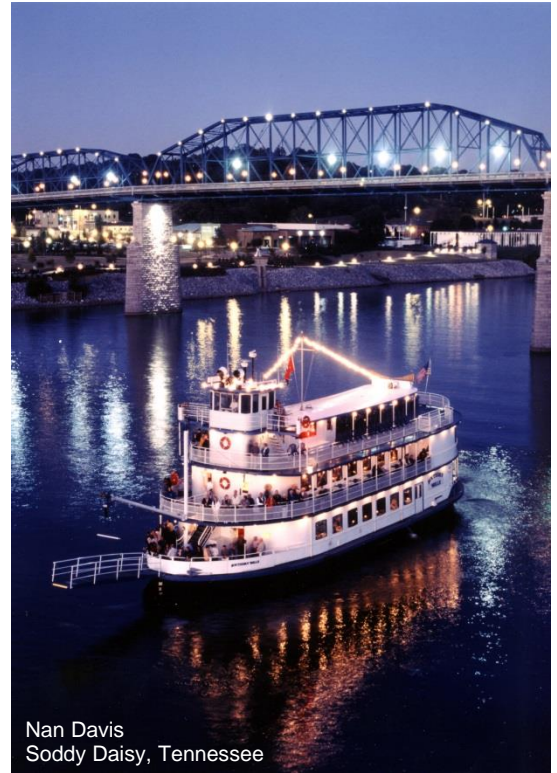
**Use the referral slips at the end of this newsletter. MUST HAVE THE FORM FILLED OUT TO QUALIFY.**





## Alred Marina Best Value on the Lake

- FREE Wi-Fi
- NO ETHANOL fuel...and VALV-TECT fuel, proven to enhance engine performance
- The ONLY full-service, one-stop marine repair facility on Lake Guntersville
- The ONLY on-site, on-the-water marine parts store on Lake Guntersville
- NEW electrical that's safer for your boat
- Private patio and dock box for larger slipholders
- Sliprent REBATES on fuel purchases exclusive to Alred customers
- Customer loyalty rebates on slip rent
- COMING SOON:  
Exclusive for ALRED CUSTOMERS, the AlredRewards Card, discounts on repairs, parts...discounts at area restaurants and golf courses.



Nan Davis  
Soddy Daisy, Tennessee

Show us photos of your Life on the Water! You could win an iPad3. Submission deadline: February 28<sup>th</sup>  
[Click here](#) for guidelines.

 [alredmarina.com](http://alredmarina.com)

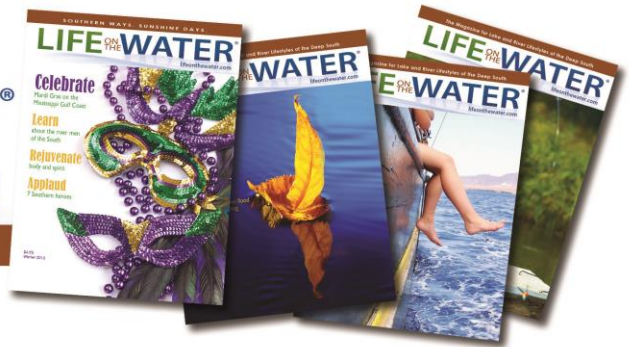


Socialize with us! We also post THE CHARTPLOTTER newsletters here.

# LIFE ON THE WATER

lifeonthewater.com

SOUTHERN WAYS. SUNSHINE DAYS.



Alred Marina customers get DISCOUNTED subscription!

Reg. \$16.95, \$12.95 one-year. Subscribe now & get the 2013 Resource Guide FREE! [lifeonthewater.com/subscriptions](http://lifeonthewater.com/subscriptions) Promo code: Alred



*Distinguished Yachts*

1983 Marinette 37' TWIN DIESEL Convertible



[alredmarina.com](http://alredmarina.com)  
**BOATS**

Alred Marina has partnered with YachtSouth to offer you the best service in buying or selling your boat.

--current market statistics to sell your boat.

--MLS, an affiliate of a worldwide multiple listing network.

--full plan of print, online and on-site marketing.

--no hassle selling. We do the work.

OR  
 Ask about the **BE YOUR OWN BROKER** program.

For a free consultation, contact  
 YachtSouth  
 256-882-1972  
[cbmartin@yachtsouth.com](mailto:cbmartin@yachtsouth.com)

See our listings,  
[Yachtsouth.com](http://Yachtsouth.com)



1996 Carver 370 Aft Cabin



2001 Regal 2960 Commodore



2006 Four Winns 28' Vista

Listings at



## Bahama Mama

- 1/2 oz light rum
- 1/2 oz dark rum
- 1 oz Malibu® coconut rum
- 1 oz 100 proof banana rum
- 3 oz banana juice (just put some in a blender)
- 3 oz pineapple juice

Gail Sims, **'Bout Time** Knoxville, TN

# Good Galley!







Alred Marina, L.L.C.  
P.O. Box 519  
351 Marina Road  
Guntersville, Alabama 35976  
256-582-4400  
alredmarina.com

Judy T. and W.R. Cranford  
Members

Russ Cranford, CMM  
Manager

July 1, 2012

Dear Alred Marina Customers:

Now that the damage to our slips has been repaired, we need to attract new slip renters to re-fill the vacated slips caused by the tornado. In trying to determine the best way to market our available slips, we believe that our customers are our best source of advertising. Instead of spending money on advertising, we decided to offer our customers an incentive for directing new customers to us.

For a limited time, **we are offering you a credit for new slip renters you recommend.** We will give you a credit equal to the first months slip rent that the new customer pays. In other words, you will get the first month's slip rent of the new customer credited to your account. As an example, if your slip rent is \$410.00 and the new customer rents a \$475.00 slip, you would get a credit of \$475.00. If that same customer rents a \$225.00 a month slip, you would receive a \$225.00 credit. There is no limit to the number of credits you can receive.

**As an incentive to the new customer,** for a limited time, we are offering a **relocation bonus** of one month's rent, but only if they have a referral slip from an existing customer. New slip renters will receive a credit to the account equal to one month's rent when they relocate to Alred Marina and **sign an annual lease**, even if that lease pays monthly.

Below are the referral slips required in recommending new customers. Just complete it and give it to a new prospective customer. When your referred customer signs the Lease Agreement, we will issue you a credit. Any new slip renter must have the referral slip when signing a new lease for your credit to apply. Please call for additional referral slips...or print out this page from the newsletter.

If you have any questions, please feel free to call me.

Thank you,

Russ

**ALRED MARINA CUSTOMER REFERRAL SLIP**

**Name of prospective customer** \_\_\_\_\_ **Date** \_\_\_\_\_

**Name of current Alred customer** \_\_\_\_\_ **Account #** \_\_\_\_\_

**This offer for a limited time only.**

**ALRED MARINA CUSTOMER REFERRAL SLIP**

**Name of prospective customer** \_\_\_\_\_ **Date** \_\_\_\_\_

**Name of current Alred customer** \_\_\_\_\_ **Date** \_\_\_\_\_

**This is for a limited time only.**