



Bay Bulletin

MARINA

Guiding Boaters, Expanding Horizons and Exceeding Expectations Since 1946

Spring 2011



WHAT'S NEW

Port of Egypt (POE) Marina launches more than a new season in 2011.

It's the 65th year of the business founded by the Lieblein family, the 50th year representing Grady-White boats, and, the first year of operating enhancements designed to keep the landmark destination on the map for generations to come.



"As we celebrate our past, we're paving the way for the future of our extended Port of Egypt family," says President Elisa Ruroede.

From the North Fork's newest waterfront seafood restaurant to unique boating and lodging services, there's something new for every visitor.



One of the most visible changes is the opening of *A Lure*. The seafood-chowder bar is by celebrated chef Tom Schaudel and

restaurateur Adam Lovett who team up with chef de cuisine Jeff Uguil. All are most recently from A Mano in Mattituck. Local bounty – fresh fish and seafood, fruit and vegetables, wine and beer – may be savored inside the 85-seat restaurant or outdoors on the 100-seat waterfront wrap-around deck. It's a great place to watch the boats, shore birds or the sunset.

A new concept for those just getting into, or returning to boating, is *Port of Egypt Marina's Boating Club*. This member-only club provides the joys of boating without the obligation of ownership. Members receive unlimited use of boating club boats, a slip at the marina and boat handling lessons from POE CEO Bill Lieblein. With an online reservation system, members are a click away from a day on the water.



For those seeking on-premises boat detailing, arrangements with *Absolute Detailing* now may be made through the service desk.

Also on the south side of the property, is a new *waterfront lobby* for *Heron Suites*. It doubles as a scenic location for private gatherings with catering available.



Heron Suites also introduces a new concierge service. Taking over from Katie Sepenoski, who is now POE Operations Manager, are father and son management team Rick and Tom Hermann.

Returning this season is the *Slip & Suite* deal. Just a few packages remain for this popular special, a marina slip and hotel suite, in the high season.

Wego Bait & Tackle relocates to the main Grady-White showroom on Route 25. Road visibility and plentiful parking make it easy for quick stops with boat and trailer pull off parking on the north side of route 25.



New home of *Wego Bait & Tackle*

Memorial Day through Labor Day are also the new extended dates of use for the *solar-heated pool*. This gives those who like to splash around it more days and nights to enjoy it.

Poolside, on May 28, POE will host the first of many social gatherings themed *Sunset Saturdays*. It's the perfect time to meet neighbors and plan a cruise or fishing trip. Members bring along the food and POE sets the scene with music in a location that will float across the eight-acre property. Stay tuned for additional locations and dates.



Underscoring POE's reputation are new awards of excellence. For the 14th consecutive year, POE is honored with the *Grady-White Admiral's Circle Award*. It is reserved for top dealerships nationally recognizing sales volume and customer satisfaction scores of at least 9.5 out of 10. POE has also been named *#1 in the Northeast* for Grady-White boat sales eight times over the past 17 years. In three of these years POE was also named #1 in the nation.

"While we normally don't tout our awards, since 2011 is our 50th year with Grady-White, we feel entitled to brag just a little," says Elisa.



AT THE HELM

left to right:
Tom Westbus, Marlene Westbus,
Marta Thomas, Elisa Ruroede,
Katie Sepenoski, Amie Sponza,
Bill Lieblein



Spring is in the air at Port of Egypt Marina! POE is bustling with excitement as we prepare for our marina's 65th Anniversary season and our 50th Anniversary as the longest standing Grady-White dealer in the country.

This year is especially exciting for the POE family, as we celebrate our history and embark on new ventures. Over the winter, we've made a few upgrades we hope you agree are special, not just for the summer but year round.

In this special edition newsletter you will find the back story on our 50 years with Grady-White, a special message from GW president Kris Carroll, insights to women role models in boating, and how to navigate the changes on our property.

We've transformed our main entrance into a full service reception area. It's complete with comfy seats, television and weekend coffee station. It's the perfect place to catch up with your neighbors on Saturday morning while you catch the latest weather before heading out.

Last year you watched us renovate our restaurant. From authentic barnboard accents, hardwood floors, and a granite bar top, to a double sided fireplace, you won't recognize what was the former Seafood Barge. We welcome A Lure's Tom Schaudel, Adam Lovett, and Jeff Uguil to the POE family. (See page 3 for full restaurant details)

We are welcoming back familiar faces, as well as introducing Port of Egypt to brand new boaters. We take this as sign of boating continuing to be a favorite pastime. With the addition of the boat club we hope to reach families who might not have considered boating before. It's a great way for them to "test the waters".

We're really looking forward to our busy season and the summer of 2011.

Our family is excited to celebrate the past, present, and future of POE with you.

Fair winds and following seas,

The Lieblein Family

*Over the winter,
we've made a few
upgrades we hope
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for the summer
but year round.*



GRADY-WHITE

***Stop by and check
out the New 2011
Grady-White models***

**The 366 Canyon is the largest of
the ten GW center consoles.**



**The 255 Freedom is the latest
addition to the very popular
fishing and family style dual
console boats from Grady-White.**



***Ask our staff to set up a
sea trial for you.***

Navigate the POE property

Who's where and who's who in 2011...



1 Heron Suites

Check-in has moved to the new waterfront lobby. Remember to use your VIP card for 10% discounts on room stays.



2 Southold Fish Market

Adjacent to the Heron Suites lobby you will still find Charlie Manwaring's **Southold Fish Market**. Over the years, Charlie has expanded the offerings of the fish market to include a wide variety of take out salads, wraps, and sandwiches in addition to typical seafood. Outside the Southold Fish Market are waterfront tables and chairs, which allow guests to sit down and enjoy their meals in a picturesque setting.

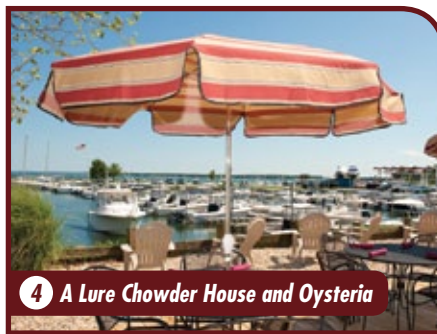


3 Wego Fishing Bait & Tackle

Wego Fishing Bait & Tackle has been around since 1985. This year, Steve Sponza and company have moved to the front of the Grady-White showroom with convenient parking on either side of Route 25. Wego is open Monday through Friday from 5 a.m. to 6 p.m. and 5 a.m. to 7 p.m. on Saturday and Sunday.



PORT OF EGYPT



4 A Lure Chowder House and Oysteria

The latest addition to the property is the management team from **A Lure**, which is the newest joint venture by chef Tom Schaudel and restaurateur Adam Lovett. Chef and partner Jeff Uguil, who will take the lead in the kitchen, join the duo, known for A Mano in Mattituck, Passionfish in Westhampton Beach, and Jedediah Hawkins in Jamesport. The team created **A Lure** as seafood chowder house, serving fresh fish and seafood, in a relatively casual setting for locals, boaters, day-trippers and vacationers. Pristine waters, big skies and the barrier beach bird sanctuary on Southold Bay can be seen from large bay windows and a waterfront wrap-around deck seating for seasonal alfresco dining. Inside the completely renovated restaurant is a warm and welcoming 85-seat dining room with a double-sided fireplace and 30-foot long bar that opens onto a side-deck. The scene makes **A Lure** a perfect backdrop for local musicians to provide live entertainment. Core to the creative and contemporary cuisine of Tom and Jeff is local bounty, which includes East End and East Coast seafood; local fruits and vegetables; a Long Island-only wine list; beers from Blue Point, Greenport, and Fire Island; and specialty cocktails made with fresh fruits. We will be welcoming **A Lure** to the property at its official opening in mid-May.



5 Hertz Car Rental

Hertz Car Rental is newly welcomed to the property. Branch Manager Janelle Fields will be onsite ready to assist customers with their rental car needs in the summer. Hertz summer hours are weekdays 8 a.m. to 5 p.m., and Saturday and Sunday from 9 a.m. to 1 p.m. Call ahead at 631-765-5298 to make a reservation or arrange a drop-off.



6 Eagle's Neck Paddling Company

Completing a successful first year is **Eagle's Neck Paddling Co.** Owner Doug Murphy is a local legend when it comes to kayaking on North Fork waters. Doug carries products from Heritage Kayaks, Hobie, Necky Kayaks, Native Watercraft, Ocean Kayaks and Old Town Canoe. He will put you in the perfect kayak and help you choose the right accessories too. If you are not sure you are ready to buy, Eagle's Neck Paddling Company has single and double kayak rentals from POE, Captain Marty's in New Suffolk and Orient Beach State Park. Not ready to test out your sea legs? Rent bicycles at Bayview Tours also located on premises. Each tour runs two to three hours and all equipment is included with the tour. Eagle's Neck is open daily from 8 a.m. to 4 p.m.



CELEBRATING 50 YEARS AS A GRADY-WHITE DEALER

In 1946, Lieblein brothers William, Herb, and Herman found the perfect spot to establish one of the region's premier fishing stations on the pristine waters of Long Island's North Fork at Southold Bay.

By 1961, the brothers established a marina at Port of Egypt Marine and began selling Grady-White boats—a relationship now in its 50th year.

As the first family owned and operated Grady-White dealer in the country, Port of Egypt Marine enjoys a special relationship with the Grady-White that is nearly as old as the boat company itself. Grady-White produced its first 16- and 17-foot wooden runabouts in 1959. Shortly after POE signed on to carry the line.

EMBARKING ON THE RELATIONSHIP

Port of Egypt CEO Bill Lieblein grew up in the business. At age 10 he was helping at the fishing station and after college he helped expand the business. Today, 42 years later, he prides himself on knowing just how to connect a customer with the boating experience and Grady-White. Known as one of the region's foremost experts on boating, Bill has helped many a novice get their feet wet at the helm and showed even experienced boaters a few pointers.



Grady-White Owner Eddie Smith, William Lieblein Sr., William Lieblein, receiving a sales award. 1979

Recalling how the family started selling Grady-White boats half a century ago, Bill explains, "Greenporter Harry Burden's wife was from North Carolina where he used to visit her relatives and go duck hunting.

While he was down south, he bought a boat from Grady-White and an engine from Port of Egypt. He told my father and uncle it was a really great boat and they should start selling them."

Back in the early 1960s, the dealer –manufacturer agreement was simple. Bill Lieblein Sr. called up Grady-White, to say POE would like to start selling their boats. Bill said the first Grady-White POE sold was a 16-foot wooden boat. Today, many boats are over 30-feet long and made for cruising offshore.

GOING WITH THE FLOW

Over the years, Grady-White and POE have evolved with the demands of boaters. As the boats grew larger, and more powerful, POE grew to accommodate customers' new needs.

Now, with Bill's sister Elisa Ruroede, daughters Katie Sepenoski and Amy Sponza, and niece Marta Thomas, a new Lieblein generation is poised to take on the next 50 years.

"We've seen a lot of changes. We've grown with the company," said President Elisa Ruroede. "The direction of the company has gone from products geared to fishing, family fishing, crossover, and now, to high-end cruising."

Bill adds, "Today's boat owner is as sophisticated as the boats. They are much more knowledgeable about the operating systems."

A STEER IN THE RIGHT DIRECTION

One timeless need that gives Bill true joy to fulfill is instructing new boat owners on how to maneuver. Boaters must know how to handle their boats to enjoy themselves. So when customers take delivery of a new boat, Bill will personally show them how to pull in and out of a slip along with other tips.

As the boats grew larger, and more powerful, POE grew to accommodate customers' new needs.

“When people are new to boating, they like the idea of boating. They don’t necessarily know how to handle the boat. That’s until someone spends some time with them and shows them how to handle it. Then you can see the light go on and they become comfortable going in and out on their own,” he says.

The rush Bill gets from watching new boaters, and even experienced boaters smile, makes all the hard work pay off. Working with a company like Grady-White, has certainly made all the difference.

Over the years, POE has dealt with many manufacturers but believes Grady-White responds the best to the needs of both dealer and customer.

“It’s an awesome company to be associated with. A company owned by one man, Eddie Smith, is easy to deal with,” Bill said. “He has empowered his employees to carry out his vision to provide customers with the ultimate boating experience.”

Grady-White does not customize a boat; it “customerizes” a boat. The remarkable way Grady-White treats its customers, taking the time and interest, is one reason why POE has repeat customers who have returned to buy six, seven, or even eight Grady-Whites.

THE FUTURE OF BOATING

Bill believes the boating world will continue to evolve. He predicts new models will focus on fuel-efficient engines to deal with ever-increasing fuel costs. “Even with rising fuel costs, the future of boating is strong.”

Elisa concurs, especially when it comes to boating on the North Fork: “Our deep, open protected waters at Southold Bay are perfect for fishing, water sports and easy cruising distance to Greenport, Montauk and Sag Harbor. Boating is a great way to connect with family and friends to build a lifetime of memories.”

On behalf of everyone at Grady-White, we would like to congratulate Port of Egypt on their 50th Anniversary representing Grady-White boats. Along with achieving this milestone, Port of Egypt has also represented Grady-White Boats longer than any other dealer in our organization. Even today, it is still a family owned and operated marine business that now includes the third generation of the Lieblein family. The tradition of excellent sales and customer service is deeply rooted into the soul of this dealership and we are very proud to be a partner in delivering the ultimate boating experience to all of our customers.

Kris Carroll

President of Grady-White Boats



NEW AND ENDURING ROLE MODELS, WOMEN IN BOATING

One of the most notable changes POE has seen in 50 years is the place of women in boating.

From Elise “Oma” Lieblein standing on the porch of the fishing station, and the second and third generations of Lieblein daughters reinventing the POE brand, to enhancing Grady-White sales and service, women have always been at the core of POE’s business.



Margot Lieblein (1949)

*Logan Snyder (2007)
Great granddaughter*

Attracting women in their own right to boating has been a long time coming.

President Elisa Ruroede credits long-time Grady-White President Kris Carroll for really changing women’s perception of the boating world.

“When Carroll came on board, her influence could be felt throughout the boating industry,” says Elisa.

“I remember being the only woman in the exhibit hall during the New York Show in the 1970s and 1980s. Seeing another woman head one of the most popular boat manufactures inspired not just me but others to enjoy boating recreationally and professionally.”



2007 Women Making Waves Seminar

Operations Manager Katie Sepenoski adds, “In the past, women enjoyed boating, but left the major decisions about boating to their husbands. We recognize that women today play a key role in boat selection which has led to new boating trends. Keeping the family in boating has become more about family enjoyment and less about hardcore fishing”.

Today, women are making waves. Whether they buy their own boat or influence the purchase of the family boat, they are critical to the buying process. POE invests a lot of its time on attention to detail to create a family friendly boating atmosphere and attract more women into the sport.

The Port of Egypt family plans on keeping the long-standing core values that have made them successful Grady-White dealers for 50 years.

This family of boaters is committed to continuing to find new ways to bring more families into the boating lifestyle.

“We want people to enjoy boating here the same way our family and clients have for three generations,” says Elisa.

Calendar of Events

May 27th

Pool Opens

Memorial Day - June 19th - Weekends Only
June 20th - Sept 5th - Open 7 days
September 6 - Sept 25th - Weekends Only
Sunday-Thursday 10-6 Friday-Saturday 10-8



May 28th

First "Sunset Saturday" get together at the pool.

6 pm



June 4th

"Meet & Greet Event"

President of Grady-White, Kris Carroll, with her engineering and sales team, will be on-site to answer any boating questions you have and to highlight new product for 2012. *Special One Day Only discounts on New Gradys will be offered!*
11 am to 2 pm



June 4th

"Anniversary Party"

Join us to celebrate our milestone of 50 years with Grady-White and 65 years in business, at a cocktail party at the new on-site restaurant, **A Lure**.
By Invitation Only. 5 pm - 7 pm



August 12th - 13th

Port of Egypt Fishing Tournament



October 15th - 16th

Fall Open House & Demo Days



Have an idea for a marina event? Give us a call 631-765-2445



MARINA

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