



PACIFIC SEACRAFT RELAUNCHED

The line of classic cruising boats is back and better than ever

Last fall the Annapolis Sailboat Show hosted the re-launch of one of America's premier sailboat brands. Pacific Seacraft was there with three new boats—the 40, 37 and 31—each with stainless steel and varnish

for which Pacific Seacraft boats are famous, this was a celebration. Aboard the new Pacific Seacrafts were the company's new owners and the enthusiastic dealers who had stuck with the company through

glistening and each crowded all day with admiring sailors. For those who love the classic lines, superb hull and rig designs and high quality, ocean-going construction

some very uneven times in the past few years. Steve Brodie, the new owner and president of Pacific Seacraft, spent five days meeting Pacific Seacraft owners and potential customers and fielding endless questions about the boats and the new company behind them.

"We are proud to have the new boats here," Brodie said. "And it is wonderful to meet so many owners and fans. This is the company's 30th anniversary and I am pleased to be at the helm."

But having three boats at the show, boats that were not built in California but in Washington, N.C., was an amazing journey in its own right. One year earlier, in October 2007, the bankrupt Pacific Seacraft in Fullerton, Calif., was put on the auction block. Molds, tools, furniture all had to go to satisfy creditors who were standing in line to recoup something from the mess created by the outgoing management and owners. When the bids were in and the day over, Steve Brodie and his father Reid were the new owners of all the bits and pieces that make up a production boat building facility. And, they were told that they had to remove all of those bits and pieces within 10 days. All together they had the molds for 10 sailboats and a 38-foot trawler to remove with no transportation on hand and no facil-



Steve Brodie and his family



Brodie and master builder Raul Olivares

ity in which to store them.

Reid Brodie says what happened next was pure serendipity. "We called a boat transport trucking company in North Carolina for help and it turned out they had four trucks already on the West Coast waiting for cargo. They arrived at the factory the next day. We didn't know where we would take the molds so I called friends in our hometown of Washington and learned that we could move into an abandoned textile factory on the edge of town.

"But probably the best piece of serendipity was that 20 of the core team of builders at Pacific Seacraft approached us that first day and asked if they could move with the company to North Carolina. We would not be where we are today without this team of expert builders who are passionate about Pacific Seacraft quality."

It took 21 truck loads to move Pacific Seacraft from Fullerton to Washington and at the end of the process Steve Brodie joked that "if nothing else we had become experts on how to move a production sailboat building company across the country."

But with Steve's passion for boat building, his vast knowledge of boats, gear and design and the team of craftsmen who were now in North Carolina, they all very soon proved that they were experts at a lot more than trucking. In the year that ensued, the Pacific Seacraft team finished boats that were already partially completed and built three new boats from scratch. The plan was to have the fleet of new boats at the Annapolis show. That they succeeded is a testament to the determination of the new owners and the team of builders.

The new boats embody the best of what Pacific Seacraft has always been about: conservative, offshore designs that are built to the highest standards out of the best possible materials and equipped with premium gear and equipment. In the mid-1980s, Forbes magazine named Pacific Seacraft one of America's top 100 manufacturers. That was an honor earned by the company's founders and by designer Bill Crealock who had created the Pacific Seacraft look and the design integrity on which the company was built.

Today Crealock is in his nineties and has been supportive and helpful

to the Brodies as the new owners get the company rolling in North Carolina. A veteran blue water sailor and an accomplished marine designer, Crealock designed five boats for Pacific Seacraft and all are classic passagemakers and cruising boats. Four of the boats, the 34, 37, 40 and 44, have the distinctive canoe stern that has become almost a trademark.

Crealock once commented about the designs, "I didn't worry about long or short waterlines or IOR bumps or distorted ends or revered classic features. I remember Shakespeare saying ... 'there is a destiny that shapes our ends.' Well, the boats' ends were shaped by their destiny and if drawing them out gave them a little more elegance and seakindliness, then they were drawn out."

With such integrity at the heart of the boats, it is no wonder that the sailors who became owners were and are passagemakers at heart. Many have sailed their boats across oceans or around the world and many more have plans to do so. This band of cruisers is something of a family and has been amazingly supportive of the efforts the Brodies have made over the last year.

In October, Steve and Reid Brodie invited owners and prospective owners to visit the facility in Washington, N.C., for a weekend of seminars and an introduction to the new boat building operation. More than 100 sailors attended and all were there to meet other sailors and to celebrate the relaunch of their favorite boat building company.

Steve Brodie noted during the open house "that he was pleased and slightly amazed at how many people traveled so far to attend. Pacific Seacraft has a great heritage and a great bunch of owners and we are honored that we can be here to carry on the traditions."



The new shop in Washington, N.C.