

BAY POP

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Contributors

AMANDA DEL DUCA is a fashion writer and wardrobe stylist. She contributes to various publications and has been featured on *Grazia*, *Complex* magazine, *Refinery29* and *Karon*. Amanda is also the editor behind Miami's premier fashion blog, *CaptureFashion.com*, where she covers street style. Amanda handpicked all of the colorful swimwear and accessories for the cover and 14-page fashion editorial.



JAMES BRANAMAN is a St. Petersburg based photojournalist whose work has been published in *The New York Times*, *Los Angeles Times*, *Seattle Times*, *Chicago Tribune* and *Tampa Bay Times*. Past assignments have taken him underwater in a nuclear-powered submarine, flying in a Red Baron stunt plane, photographing an erupting volcano (twice) and spending days at sea aboard an aircraft carrier. Later this year, he'll spend a month living and working in the Everglades as an artist in residence for Everglades National Park. For *Bay Pop*, Branaman snapped some of our gorgeous Brunch images.



ROCKY PATEL is a cigar evangelist. The owner and founder of Rocky Patel Premium Cigars, based in Naples, Florida, travels the world touting the camaraderie, relaxation and just plain good living associated with a fine smoke. Born in India, the former Hollywood entertainment attorney oversees a cigar empire, with a factory in Honduras. He has sparked up with the likes of Michael Jordan, Charles Barkley, Arnold Schwarzenegger and Gene Hackman. Rocky writes about new trends in the cigar world in this issue.



AMI FORTE is a Managing Director and Wealth Advisor with the Forte Group at Morgan Stanley Smith Barney. She was named as one of Barron's Top 100 Women Financial Advisors in 2010. Forte has helped her highly successful clients navigate and address decisions about charitable giving as well as other uniquely important financial goals. If you would like more information please visit <http://fa.morganstanleyindividual.com/forthefortegroup/>

PETER KAGEYAMA is an internationally recognized man of municipality. He is an expert on community development and grassroots engagement. Kageyama is the former president of Creative Tampa Bay, which stirs economic and social development through business, arts, culture and society. He advocates bottom-up community development, now with his debut book, *For the Love of Cities*. Kageyama shares insights on our thriving arts scene for *Bay Pop*.



EDWARD LINSMIER can shoot it all. His work as a photojournalist has taken him through Africa, Europe and Central America, and his pictures have appeared in the *Tampa Bay Times*, *The New York Times* and *The Wall Street Journal*. Though based in Florida, Linsmier continues to work on documenting Haiti, a long-term project he started in 2007. Linsmier taps his roots in black-and-white documentary photography to shoot Bay area movers and shakers for *Bay Pop*'s "Power Players" feature.



SONDA SCHNEIDER is an authority on all things opulent. The former Luxury Editor of *Ocean Drive*, *Vegas*, *Atlanta Peach*, *Trump* and *Plum* magazines has a professional catalog that also includes *Forbes Russia*, *Wallpaper*, *WohnDesign* and *Estilo México*. For *Bay Pop*, Schneider takes us on a lavish journey of Tiffany & Co.'s past gems.



WENDI ROGERS is a rebel—just ask her. The native New Yorker's work as a celebrity makeup artist (supervisor for the Grammy Awards, et al) and spokesperson for Revlon has led her around the globe. Rogers stepped on-camera in the '90s, hosting for QVC, HSN and various infomercials, then relocated to the Gulf Coast last year. *Bay Pop*'s "Gulf Girl" columnist chronicles her adventures in St. Pete and beyond.



NANCY BIRNBAUM sails, cruises and yachts, then writes about it. She also holds a U.S. Coast Guard captain's license. The marine industry insider specializes in boat and gear reviews, destination cruising and adventure sailing. Birnbaum has worked with *Southern Boating* magazine, *Marine Business Journal* and *Blue Water Sailing* magazine. She regularly contributes to America's first bilingual boating periodical, *Yachting Times*, and she blogs at her site, yourcruisingeditor.com. For *Bay Pop*, Birnbaum gives us the latest on intrepid powerboats in "Ship Chic."

ShipChic

By: NANCY BIRNBAUM

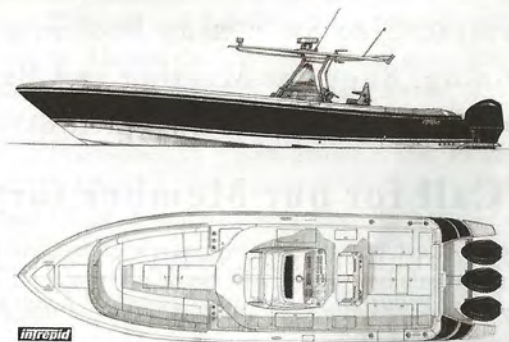
With An Emphasis On Customization, Intrepid Powerboats Are Created One At A Time In Largo



The Intrepid 327 Center Console is a powerful open fisherman.

Since 1983, Intrepid Powerboats has delivered on its brand name, building craft for adventurers of all stripe—whether you fish, dive, cruise or just play speed-demon. Their slogan is, “One of a kind. One at a time,” and the Largo-based company has been delivering on this mission to create innovative, comfortable and powerful craft since the first one was launched. These aren’t your mold-ed-oldie spec boats. Each vessel is unique and customizable—a higher-end production boat. Intrepid Powerboats are built to order and sold factory direct.

The Intrepid yard, virtually landlocked in Largo, has plenty of space on their seven-and-a-half acres to pump out 100 boats per year with just under 300 employees. Customers can schedule a tour of the yard, which Intrepid bills as the “most dramatic boat-building facility in the industry.”



Renderings of Intrepid’s newest model, the 375 Center Console.

Intrepid’s 327 Center Console debuted at the end of 2011, yet Intrepid’s newest model, the 375 Center Console, will be out by the time you read this. “It’s a powerful open fisherman,” says Ken Clinton, President of Intrepid Powerboats. “And with its innovative new hull, reverse transom and wider chines, it goes further faster.”

While most builders pride themselves on presenting an extensive list of standard equipment, Intrepid takes a different tack with an options list that’s much longer than the industry norm. That’s because the standard Intrepid 375 (or virtually any boat in its line) is simply a starting point. Buyers will pick and choose from Intrepid’s extensive options list exactly what they want and where they want it installed (if possible). The plethora of add-ons include a huge selection of live-bait well configurations, fish boxes, coolers, rod storage and the super-comfortable forward lounge seat-

ShipChic

ing. For even more comfort, there's an electric backrest for the forward bench seat plus a filler cushion for the forward seating, which creates a large sun pad.

With the 327CC, Intrepid has made significant hull design changes, which help accommodate the new, heavier 4-stroke engines for better performance. With maximum deadrise, you can expect the same smooth ride that Intrepid is known for. Both models feature the addition of a full stand-up head, which was moved out of the cuddy cabin and into the console.

Intrepid Powerboats come with some great standards too, like strength of design. All elements are in harmony, from the rake and angle of the hardtop to the angles and shape of the boat itself. Safety features abound, like the famous side opening dive door that includes a hydraulic ladder making for easy access from the water and placed well forward of the props. Intrepid was the first boat builder to incorporate this component into a center console, initially for the Hillsborough County Sheriff's office.

Incidentally, Intrepid Powerboats also happen to be the crafts that on-the-water law enforcement departments like the U.S. Customs and Border Protection choose, because they're fast, tough, dry and safe. "These first responders are out there every day, working on the water under all kinds of conditions and weather," Clinton notes. "If there is an emergency, they want to be in a boat that they have confidence in."

Intrepid wrote \$8 million in orders at the Miami International Boat Show in February. That windfall has resulted in a 14-month backlog for the builder. Fortunately, customers usually understand when Clinton tells them it will take at least a year to receive their new boat. "Once they tour the boatbuilding operation, they get that we do it differently," he says. The difference is in the quality and attention to detail. The result is that Intrepid's newest model often ends up its most popular. As Clinton describes, "it's our customers who really design the boats. They give us feedback and that's how we make a better boat."

With a customer list that includes such bold-face names as Jeff Gordon, A-Rod, Glo-



Family fun aboard the Intrepid 475 Sport Yacht.

ria Estefan, Scottie Pippen and Tampa resident Brad Radke—as well as regular folks who have been boating all their lives—Intrepid makes nautical dreams come true.

The brand's social media efforts have contributed significantly to its popularity. "We're really big on Facebook," says Clinton, who personally posts every single day to keep fans up to speed on everything happening at the factory and upcoming events. Their Facebook followers include some as far away as Bahrain, where they recently debuted their boats at the Bahrain Boat Show.

Yes, business is booming at Intrepid, and that just fuels the pride that courses through the company. Clinton sums it up: "We love what we do and feel lucky to get to do it every day." ■



The Intrepid 375CC in production at the Largo yard.

“IT’S OUR CUSTOMERS WHO REALLY DESIGN THE BOATS. THEY GIVE US FEEDBACK AND THAT’S HOW WE MAKE A BETTER BOAT.”