

Make memories with a boat from J&J Marine



J&J Marine specializes in Godfrey Pontoons like the one above. Owned by Minnesota-based Polaris, Godfrey is considered one of the best built pontoons on the market.

By Brenda Erdahl

For many, owning a boat is all about making memories.

Whether it's a pontoon cruise around the lake on a peaceful summer evening or a family fishing outing that ends in a meal of fish or just a lot of laughter, those are the days we remember and cherish.

Guiding people on their way to making great memories on the water is what J&J Marine in South Haven is all about.

"We appreciate knowing that people are going to make memories on the decisions they make here in our store," J&J General Manager Travis Buranen said. "We want to help people enjoy the lake, enjoy boating and we want to help them in the right way."

Travis himself has many good memories centered around the area lakes and boating. His dad Jim started this business and he's been helping ever since he was five years old.

That means he also has a lot of experience, and he likes to share his knowledge with his customers.

"I like to make things personal when you buy from us. I like to share my knowledge, especially with first time boat owners," Travis said.

As spring approaches, Travis and his crew are gearing up for their busy season. Their 6,000-plus square foot indoor showroom

- Continued on page 2



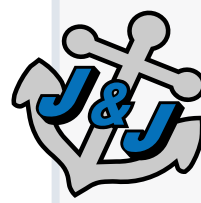
Located just west of Annandale on Highway 55, J&J Marine sells docks, lifts, new and used boats. The company also services equipment and offers boat storage.

J&J MARINE

For more information visit [J & J Marine](http://www.jjmarineinc.com) online at www.jjmarineinc.com or give them a call at **320-236-3625**

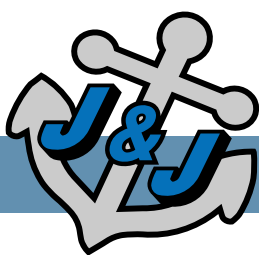
Service Department

If you are not in the market for a boat, new or used, but have one you want to get water ready, J&J's service department can help with that as well. You don't have to buy a boat from them to make use of their talented mechanics. Not only are J&J's mechanics fully certified, they are all highly experienced, have been with the company for many years and share the same values as the Buranen family.



J&J MARINE

"We Rock the Boat!"



is well stocked with an impressive selection of both new models and the tried and true. J&J specializes in Godfrey pontoons and Alumacraft fishing boats. Both have connections to Minnesota and are known for their quality and craftsmanship.

Godfrey has been around for 60 plus years and is a very popular brand. Owned by Minnesota-based Polaris, Godfrey is considered one of the best built pontoons on the market.

"When you buy a Godfrey pontoon, you don't have to worry about an issue with the quality or failures or inadequate designs," Travis said.

This year Godfrey's entry level line of pontoons has been expanded and updated to give you a great

makes a world class aluminum fishing boat with features and capabilities anyone can enjoy. New this year from Alumacraft is the Competitor X model, which is vastly different from the previous generation boat. It's bigger, more comfortable and quieter. All qualities anglers can appreciate.

Besides new boats, J&J Marine also carries a selection of used boats in a variety of models on its outdoor lot. All are put through a rigorous inspection process by J&J's certified mechanics and are water ready.

If you are in the market for a boat this spring, J&J Marine offers a low-pressure buying process. Travis likes to think of it as a fact-finding journey for the cus-



Check out a new Alumacraft fishing boat or Godfrey pontoon at J&J's 6,000 plus foot showroom. J&J also carries motors, fishing electronics and boating accessories.

ny's co-founder, eventually started servicing and storing boats and that led to selling them, Travis said. Soon the little building they occupied – an old two-stall gas station just east of South Haven – became too small for the growing business so they purchased a nearby lot and in 2004 finished construction on their current showroom. Jim has since stepped back from the daily operations of running the business and handed the leadership reigns over to Travis. Travis's brother, Brandon Schmidt, is also involved in the family business in the service department.

Over the years, the company has continued to expand and grow. While J&J Marine no longer offers installation or dock removal, they continue to service and store boats of most makes and models. They have about 500 stored boats currently on their property waiting for the lakes to open up and the boating season to begin.

Before putting the boats away for the season, J&J factory trained mechanics perform full winterization services including maintenance and rebuilds if necessary. Then they shrink wrap them to protect them from the elements. In the spring, J&J mechanics inspect the boats again to make sure they are in tip-top condition for the boating season.

"We know how short the boating season is, and we know our customers want to make the most of the time they have, they don't want their boat to be in the shop. We know that these boats are our customer's pride and joy and for that reason we treat them like they are our own," Travis said.

Docks and lifts make up another large part of the company's inventory. J&J Marine is a Shoremaster dock and lift dealer, and they can't say enough good things about the company. Like Godfrey and Alumacraft, Shoremaster has been around "forever." They are Minnesota based and provide pre-

mium products. "That's a trend we like to have here, we sell quality," Travis said.

A dozen or so years ago, J&J branched out even further to become a Hustler lawnmower dealer.

"There was a need for a lawnmower here, the stars aligned, and we started selling lawnmowers," Travis said. "They are a great product and it's a nice fit for us."

He added that Hustler is "great to work with" and builds quality innovative mowers. If someone does have a problem, J&J mechanics always service what they sell.

Motors and accessories

J&J Marine carries four major outboard motor brands: Yamaha, Honda, Mercury and Suzuki. They also carry a full line of parts, accessories and the latest in fishing electronics at their location off Highway 55 west of Annandale.



Check out a Godfrey Pontoon at the J&J Marine showroom. Pick out one that fits your family this spring and start creating memories that will last a lifetime.

bang for your buck. Godfrey offers both luxurious, high-performance vessels and the more traditional (more affordable) style people are familiar with.

"We have something for everyone when it comes to the Godfrey pontoon," Travis said.

For fishermen, J&J specializes in Alumacraft fishing boats. As everybody knows, Alumacraft

tomers rather than a sales pitch.

"We don't sell you anything you don't need, and we have a lot of experience with the finer details other dealerships overlook," he said.

More than just boats

J&J Marine got its start as a dock installation company in the 1980s although it wasn't incorporated until 1996. Jim, the compa-



New this year from Alumacraft is the Competitor X model fishing boat. It's bigger, more comfortable and quieter than previous generation boats.

New & Used boats



J&J Marine has a large selection of used boats to choose from on their outdoor lot.

More than just boats



J&J Marine is also a Hustler lawnmower dealer.