

# PDB

# Pontoon & Deck Boat

THE WORLD'S AUTHORITY  
ON FAMILY BOATING FUN!

FEBRUARY 2005

M A G A Z I N E

## TURNING



## A Decade of Pontoon

## THE PEOPLE WE KNOW

### Malcolm Sohml Industry Support On Tap

Over the years, we've been fortunate to accumulate a growing crew of core readers and supporters whose affinity for the PDB market transcends the word "enthusiast". These are people who truly understand what our esteemed publisher refers to as "the spirit of the niche." They are, in short, lifelong fans of the pontoon and deck boat lifestyle.

In our first tentative steps into the PDB marketplace, we sometimes questioned if this boating segment was simply a niche in the marine market, or something more. One person who has demonstrated it is more—much more—is Malcolm Sohml.

Sohml, known in our collective boating circles as "Goofy", is no stranger to the pages of the magazine or to the industry in general. In our March 2000 issue, for example, we featured his product from Conrad Marine called the Technically Advanced Performance (T.A.P.) Fin System, designed to increase pontoon speed and prevent blowouts. In Sohml's words, the product will make your boat "run like a scared rabbit and turn like a Ferrari." Try the product for yourself and decide.

The T.A.P. system has its merits, but it is Goofy himself that has done more for the industry than some people (Malcom included) would ever admit. This is a guy who literally lives

pontoon boats, and his interest in the direction of the magazine has been as steady and predictable as the tide.

We can't really peg which PDB Shootout it was when Sohml first showed up to offer his support. Our conclusion thus far is that he's been to all of them.

Opinions run the full gamut when it comes to Mr. Sohml.

"You're lucky to have someone that dedicated on your team," one manufacturer rep told us at our last Shootout. The rep seemed unsure if Malcom was a magazine staffer or a employee of the local marina, but added: "He has his heart in this business, and that is rich."

That same day another rep asked "Who is that guy, and why does he care?"

That's a question for Goofy to answer, but we won't be asking it any time soon. For us, it is plenty to know that such individuals are out there, and that the spirit of the niche is rich indeed because of Sohml's dedication and enthusiasm.

