

Success Magazine: As a third generation company, what is your secret to success?

Jon Andersen: Long hours, dedication, stubbornness—which is a major factor. You do what you have to do, even if that means working fourteen hours a day. You have to perform for the customer, not just for yourself.

SM: Andersen Boat opened in 1954. Who started the business?

Jon Andersen: Rod Andersen, who is my grandfather.

SM: Was it always a goal of yours to become president of the business?

Jon: Yes, I think so—I decided what I wanted to do back in ninth or tenth grade. I've been working here since I was seven years old, sweeping parking lots or doing other odd jobs, so becoming

president of the company was the natural progression.

SM: How does being a family owned business motivate you to strive for success?

Alan: We have a reputation to uphold, not only in the family, but in the community. You try to do better than your predecessors. You strive to take the skills you have learned from your father and improve upon them.

SM: Alan, you must have grown up in the industry as well—fishing, boating, etc. At what point did you know you wanted to make a career of it?

Alan: I have been on the boat since I was a babe in arms—that kind of makes you predisposed to boating, and all aspects of it. Being brought up in the business, it was a natural feeling to want to continue what the family started—servicing, selling, forming relationships with customers and watching other people have boating fun. I knew I would make this my life.



Experience: Three Generations Deep Andersen Boat

Founder - Rod Andersen
President 1980's - 2008 - Alan Andersen
Current President - Jon Andersen

“When we make a sale, our intention is to make a long-term relationship.”

Jon: For me, growing up, I always enjoyed the camaraderie of the staff and the other dealers—it was a very positive environment. Many of the same people work here now. We have two employees with over 30 years of service with us. It's not only our own family, but the family of the dealership that makes this so unique. We have all grown up together, in a way.

SM: What is your earliest boating memory?

Jon: Mine is boating on Lake George, in a boat that my father and I restored and used for the first time.

Alan: I boated on that same boat that we restored as a kid on Lake George in the early 60's. It was a 1963 and I have many fond memories of it. I enjoyed, restoring the boat with Jon, and taking it out so he could form his own memories.

SM: Jon, when did you become President of Andersen Boats?

Jon: About a year ago. Before that, I was a jack of all trades around the shop.

SM: What sets Andersen Boat apart in the industry?

Alan: Longevity. We are one of the earliest dealerships in this region—beginning in 1954. We were brought up with wood boats and then fiberglass boats and aluminum boats—so we have been in the industry to see the progression, and to make the changes necessary to be truly successful.

Jon: Our customers will tell you that we are the place to go to have something repaired. It is more than likely that we'll have the part you need in-stock. A lot of others in the industry do not have the quantity of inventory that we have.

SM: To what do you attribute the longevity of your company?

Jon: Weathering all of the storms, economically. We have built strong relationships with our customers and we have been able to keep those relationships going over the years.

Alan: There is no question that quite a few storms have been weathered. The products have evolved, the buying habits have changed, and the personnel have had to make changes to keep up with those types of things. We believe we have grown with the times, always remaining current. In this way, we have been able to be of service, and give our advice. Our long-term education has put us in a position to advise people on the right way to do things, and the proper equipment needed for their boat.

SM: You specialize in boat transportation. How far are you able to transport a boat?

Jon: Nationwide. We have also done overseas shipping. We work with brokers in different ports, which was started back in 1965 by Rod Andersen, my grandfather. I actually took over this aspect of the company when I was 18 years old.

SM: What other services do you provide?

Jon: We offer parts, accessories, sales, service, transportation, complete engine and boat repair including trailers. We also do winterization, storage, and shrink wrapping.

Alan: We have even done some "road rescue" on occasion, picking up a boat or trailer that has been damaged on the road. We have multiple insurance companies that rely on us for quality estimation and repairs on consumer products.

SM: What is Northeast Team Bass, and what is your affiliation with it?

Jon: It's a bass fishing tournament trail. We started this about ten years ago—mainly for our customers who purchased bass boats from us, or whose bass boats we have serviced. It is a team fishing event with a cash prize and qualification for the Tournament of Champions at the end of the year—which has a first-place payout of about \$20,000 dollars. The guys really enjoy it. It is the biggest team trail in the northeast—we have people coming from Connecticut, Massachusetts, Pennsylvania, New Jersey, and Vermont. It's comprised of seven tournaments in different bodies of water.

SM: Can anyone sign up? How would someone go about doing so?

Jon: Anyone can join, though you need a partner. All you need is the proper insurance, and you can stop in to our shop, fill out the paperwork, and you will be all set.

SM: Are you opened year round? What is your busiest month?

Alan: We take a break in the winter for a couple of months, to do homework around the dealership—maintenance, etc. Our busiest months are May and June.

SM: What one thing would you like people to know about Andersen Boats?

Alan: There is an excess of 100 years of experience in this room. This sets us apart from someone just "selling boats." We are a service dealership dedicated to the education of the boat owner, with regard to repairs, safety and, of course, fun. When we make a sale, our intention is to make a long-term relationship—it doesn't end at the point of sale. We have a lot of experience to share and we are happy to do that.

Jon: We also offer our customers a boating safety course a couple times a year so they can get their certificate.

SM: Jon, what has been the most rewarding aspect of taking over the family business?

Jon: I have always considered the business a legacy to the family. My father and his three brothers all grew up in this business, many of our family friends have been made through the business, and I want to continue improving upon all that has been built before me. Our customers have been so loyal to us over the years, and I strive to provide them with the unprecedented service they deserve.

SM: What one word describes you best?

Alan: Stubborn—the stubbornness to remain successful.

Jon: Persistence.



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