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NEW ENGLAND
BOAT SHOW®

PROGRESSIVE®

JANUARY 7-11, 2026



2026 SHOW GUIDE

YOUR PARTICIPATING SUZUKI DEALERS

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- ▶ WOLFEBORO BOAT COMPANY – H76
- ▶ GRANITE STATE DOCK & MARINE – F75
- ▶ SOUTH PORT MARINE – F16
- ▶ NORTH WATER MARINE – G62
- ▶ MEREDITH MARINA – H62
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- ▶ SCITUATE BOAT WORKS – 227
- ▶ ATLANTIC BOATS – B2
- ▶ BUZZARDS BAY YACHT SALES – G27
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- ▶ CAPE ANN MARINA – 985
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DISCOVER
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Welcome to the Discover Boating® New England Boat Show® in partnership with Progressive®!

We are thrilled to kick off the 70th edition of New England's premier boating event. It's great to have you with us! With the holidays behind us and many cold weeks ahead, this is THE place to escape winter for a few hours, check out what's new for 2026, and plan for summer and sunny days spent on the water.

What will you find at this year's show? For starters—an incredible lineup of brand-new boats. So, whether you're looking for your first boat or your next boat, you'll have plenty of options to shop and compare (plus take advantage of show deals and incentives). Not ready to buy right now? It's still fun to see what's new and geek out over the latest innovations and cutting-edge designs.

You'll also find a great selection of gear—accessories for all your favorite on-water activities and upgrades to enhance your time on the water. Not to mention items you didn't know existed or realize you needed.

Finally, to round out your day at the show, be sure to take advantage of all the attractions and boating resources. Check out fishing demos and seminars, try paddleboard yoga in the Float & Flow SUP pool, test your captain skills on the boating simulator, visit Fred's Shed How-To Center for DIY advice, and let the kids enjoy toy boat building. When you need a break, swing by the Discover Boating Beach to enjoy a drink, music and fun activities. There really is something for everyone.

We hope you enjoy the show. Live better. Boat more. See you out here!



Jon Pritko
Show Manager

P.S. Be sure to check out DiscoverBoating.com for boating tips, expert advice, resources and more.



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SS 205



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SHOW HIGHLIGHT



Discover Boating Beach Club Space K22

It's a beach party in January and you're invited! Forget the frost outside, step into a space where the sun is always out, the playlist hits just right, and the atmosphere is full-on summer vibe.

The Discover Boating Beach Club is your ultimate chill zone—an easygoing hang where you and your crew can kick back, catch up and discover the best of boating surrounded by hundreds of the hottest new boats on the market today.

After exploring the show floor, admiring the boats, and finding inspiration for all

your on-water adventures, the Discover Boating Beach Club offers you a place to relax, recharge and plot your next course—whether it's pondering your first or next boat purchase, meeting up with your crew, or just escaping winter and soaking up the laid-back boating vibes.

Grab a drink, grab a seat, and let the summer state of mind take over—catch some tunes, play beach games, and soak up the fun all throughout the show.



S



Float & Flow: SUP Pool Space K1

Namaste meets nautical. Experience zen on the water as our certified instructors guide you through an easy intro to paddleboard yoga, or just take a paddleboard out for a short spin. Courtesy of SUP YO Adventures. On-water demos available on a first-come, first-served basis.

Demo Times

WED-FRI: 12PM-7PM | **SAT:** 10AM-7PM | **SUN:** 10AM-5PM



Art of Casting Pond Space K80

Learn the art casting! Experts from Goose Hummock, a leading New England Saltwater Fishing Outfitter, will demo their skills and share pro tips for perfecting your cast from atop 30' fishing tank. Plus, check out the top names in saltwater fishing gear, products, and services.



Fred's Shed How-to Center—presented by Progressive® | Space G91

Tips, tricks, and DIY advice for every boater—from first-timers to experienced captains. Have a boat or engine problem you haven't been able to fix? Stop by and ask our tech expert about it.

Saltwater Fishing Seminars—presented by Goose Hummock Shops | Space K80

Expert anglers will share tips and tricks to help you improve your catch. Sessions cover a variety of fishing topics—from boat set-up, proper rigging for big game fishing to offshore angling to how to land a trophy Tuna.

Classic & Wooden Boat Collection | Space J11

Step back in time to admire the craftsmanship and beauty of vintage wooden boats dating back 80 years. Whether you're a fan of classic boats or simply enjoy nautical history, you'll want to check out this collection of elegant vessels from the past.



The Big Catch—Photo Op | Space K80

Capture the fun of a day at the show with your family and friends. Pose with this year's **Big Catch—"Tiny Tuna"** for a story about the one that didn't get away.

America's Boating Club® Boating Simulator Space 663

Get "hands-on" practice in boating skills such as docking, pivot turns, stopping and more using a real Mercury throttle and steering wheel.

Progressive® Point

Make the Progressive® Point your first stop on the show floor. Check out the Progressive® Insurance experience and chat with a Discover Boating ambassador—our “Ask Me Expert” who can help you navigate the show and answer all your boating questions—from boating basics to financing, maintenance and safety. Be sure to ask about all the resources available on [DiscoverBoating.com](https://www.discoverboating.com) to help you make the most of your time on the water.



FUN FOR THE FAMILY!

Build-A-Boat—Toy Boat Building Space K1

Little skippers will have boatloads of fun creating a one-of-a-kind toy boat to take home as a show souvenir.

WED-FRI: 3PM-7:30PM

SAT: 10AM-7:30PM

SUN: 10AM-5:30PM



FRED'S SHED

HOW-TO CENTER—PRESENTED BY PROGRESSIVE®

Tips, Tricks & DIY Advice for Boaters of all Skill Levels

How Do I Know if I Have the Correct Prop?

What pitch prop should you use? Are there advantages of a 4-blade prop over a 3-blade? Which is better aluminum or stainless steel? Get answers to these questions and learn how props impact performance and fuel economy.

Basic Motor Maintenance for Marine Engines

Learn basic maintenance and how to prevent problems before they happen to keep your gaspowered outboard running at its best. We will dive into the carburetor and fuel injection systems of both today's and yesterday's boats, and look inside a motor cutaway to gain a better understanding of motor mechanics.

What Is the Correct Fuel for My Motor and How Do I Care for It?

Wondering what is best for your boat—pure gas, E10 or E15? Is there a difference between marina gas and gas from car pumps? Should you store your boat full or empty? How does ethanol affect marine engines? This session tackles fuel system basics, including the tough subject of ethanol in marine engines.

What Boat Is Right for You?

Join us for a deep dive on how to figure out what boat is right for you. We will speak about new boats vs used boats and the benefits of both. We go through the types of boats and which boat will fit your personal needs.

Ask Our Experts—Talk with a Tech Pro

Stop by for a free one-on-one consultation with our certified marine technician. Get professional advice and answers to your questions enhanced by hands-on demonstrations of tools and techniques on boat and motor cutaways. Sessions are first come, first served.

Boater Basics: Essential Skills Every Boater Needs to Know

New to boating? We're here to help make sure you know how to choose the right boat for you and your family. Join us to learn what you need to consider as you are boat shopping today. We will also dive into the "rules on the water" similar to the rules of the road.

Let's Talk Marine Electronics

What to learn about marine electronics? Join us as we touch on chart plotters, fish finders, transducers, wiring, auto pilots, as well as wiring tools and crimps. We will also discuss the installation of accessories.

Winterization and the Proper Way to Store Fuel in my Boat in the Off Season

Learn the important steps to preparing your boat for its winter nap. We will discuss fuel storage, water draining if any, the best time to do any maintenance prior to the next season and other important winterizing tips.



Watch, learn and do!

First-time boaters and seasoned do-it-yourselfers alike can boost their boating know-how with professional, practical advice from boating and tech experts. Daily seminars cover everything from getting started, to service and maintenance, to updating and operating, include live demos of techniques and tools and end with Q & A sessions.

It's all FREE, compliments of the Discover Boating® New England Boat Show.®



FRED'S SHED SEMINAR SCHEDULE

TIME	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10am	--	--	--	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro
11am	--	--	--	Basic Motor Maintenance for Marine Engines	How Do I Know If I Have the Correct Prop?
12pm	Ask Our Experts— Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro	Boater Basics: Essential Skills Every Boater Needs to Know	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season
1pm	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	What Boat Is Right for You?	Let's Talk Marine Electronics	What Boat Is Right for You?	Let's Talk Marine Electronics
2pm	Let's Talk Marine Electronics	What Is the Correct Fuel for My Motor and How Do I Care for It?	Boater Basics: Essential Skills Every Boater Needs to Know	What Is the Correct Fuel for My Motor and How Do I Care for It?	Boater Basics: Essential Skills Every Boater Needs to Know
3pm	Boater Basics: Essential Skills Every Boater Needs to Know	Boater Basics: Essential Skills Every Boater Needs to Know	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	Ask Our Experts — Talk with a Tech Pro	Ask Our Experts — Talk with a Tech Pro
4pm	Basic Motor Maintenance for Marine Engines	Let's Talk Marine Electronics	Basic Motor Maintenance for Marine Engines	Let's Talk Marine Electronics	Basic Motor Maintenance for Marine Engines
5pm	What Boat Is Right for You?	How Do I Know If I Have the Correct Prop?	What Boat Is Right for You?	How Do I Know If I Have the Correct Prop?	--
6pm	What Is the Correct Fuel for My Motor and How Do I Care for It?	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	What Is the Correct Fuel for My Motor and How Do I Care for It?	Winterization and the Proper Way to Store Fuel in My Boat in the Off Season	--
7pm	How Do I Know If I Have the Correct Prop?	Basic Motor Maintenance for Marine Engines	How Do I Know If I Have the Correct Prop?	Basic Motor Maintenance for Marine Engines	--



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BOATS BY BRAND

Albemarle	Oyster Harbors Marine	B44	Harris Pontoons*	Harris	A44	SanPan*	Rockingham Boat	A2
Alera Pontoons	Granite State Dock & Marine	F75	HCB*	Flying Bridge	G28	Saxdor*	MarineMax	G18
Aquador	PowerTime & SailTime Boston	953	Hewescraft	Hamkins	G1	Scarab*	BillERICA Motorsports	C28
Aqua Patio*	Rockingham Boat	A2	Highfield	Monahans Marine	F76	Scout*	Danversport Marina	A31
Avalon*	East Coast Flightcraft	J16	Hyfoil	Sand & Reef	941	Sea Born	Crockers	D76
Axis*	East Coast Flightcraft	J16	Hurricane*	Rockingham Boat	A2	Sea Fox	McShane	C1
Axopar*	ECYS	B28	Invincible*	Flying Bridge	G28	Sea Hunt	Port Harbor Marine	A61
Barletta*	Irwin Marine	D44	Iron Boats	Moose Landing	125	Sea Ray*	MarineMax	H1
Bayliner*	Winnisquam Marine	H28	Jeanneau	Hudson's Outboards	F61	Sea-Doo*	BillERICA Motorsports	C28
Beneteau	Cape Yachts	B14	Jupiter*	Cape Yachts	B14	SeaPro	Sea Pro	J43
Bennington Pontoon*	Winnisquam Marine	J28	Key West	Port Harbor Marine	B63	Seaway	Eastern Boatworks	D62
Berkshire Pontoons*	Granite State Dock & Marine	F75	LancerCraft	Soild State	155	Smokercraft*	Smokercraft	D2
Bertram*	Crosby Yacht	D14	Mag Bay	Oyster Harbors Marine	B44	Solace*	Solace	G43
Blackfin*	Seabring Marine	K44	Malibu*	East Coast Flightcraft	J16	Solara*	South Port Marine	F16
Boston Whaler*	MarineMax	G2	MasterCraft*	New England Watersports	F44	Southport	Crosby Yacht	D14
Cape Horn	Goose Hummock	K80	MJM	Cape Yachts	B14	Starcraft Pontoon*	Smokercraft	D2
Carolina Skiff	Atlantic Boats	B2	Monterey*	Seabring Marine	K44	Steiger Craft	Buzzards Bay Yacht Sales	G27
Centurian*	Silver Sands	H44	Moomba*	Silver Sands	H44	Stingray*	Northwater Marine	G62
Chaparral*	Chaparral	D28	Nautic Star*	Ravosa	J19	Stoner Boatworks	Palmer's Cove	C68
Chris-Craft*	Lakeport Landing	F28	Nautique*	MacCallum's Boat House	B43	Sun Tracker*	Port Harbor Marine	A75
Cobalt*	East Coast Flightcraft	J16	Navan*	Irwin Marine	F51	Supra*	Silver Sands	H44
Cobia*	Buzzards Bay Yacht Sales	G15	Nimbus	Yachting Solutions	C75	Sweetwater*	Rockingham Boat	A2
Cruisers*	MarineMax	G18	NorTech	Performance Boats	J2	Sylvan Pontoon*	Smokercraft	C10
Cutwater*	Port Harbor Marine	B75	Northcoast	Bass River	B76	Tahoe*	Port Harbor Marine	A76
Defiance	McShane	C1	Parker	3A	A15	Targa	ECYS	B28
Dockside Pontoons	Granite State Dock & Marine	F75	Pioneer	Port Marine Sales	H11	Tiara*	Bosuns	G44
Eastern	Eastern Boatworks	D62	Premier Pontoon*	Meredith Marina	H62	Tidewater	Monahans Marine	F76
Edgewater*	Bosuns	G44	Princecraft*	Naults	H2	Trophy*	Port Harbor Marine	A76
Everglades*	Oyster Harbors Marine	B62	Puffin Boats	Hamkins	G1	Valhalla	Oyster Harbors Marine	B44
Evotti	Evotti	F2	Pursuit*	Silver Sands / Bosuns	H44 G44	Viaggio*	Northwater Marine	G62
Fjord	Oyster Harbors Marine	B62	Ranger Tug*	Winter Island Yacht	C44	Weldcraft*	Hamkins	G1
Formula*	Formula	C27	Regal*	Silver Sands / Bosuns	H44 G44	Wellcraft*	Cape Yachts	B14
Front Runner	Buzzards Bay Yacht Sales	G27	Regency*	Port Harbor Marine	A75	Williams Jet Tender*	Oyster Harbors Marine	B44
Godfrey Pontoons*	Rockingham Boat	A2	Regulator*	Oyster Harbors Marine	B44	Wolfeboro	Wolfeboro Boats	H76
Grady White*	Grady White	A28	Robalo*	3A	A12	Yamaha Watercraft*	Yamaha	F62
			Rossiter	Oyster Harbors Marine	B44	Yellowfin*	Flying Bridge	G28
			Sailfish*	Port Harbor Marine	A62	Zodiac	Brown's Yacht Yard	C76

* Indicates the brand is NMMA Certified®



NMMA Certified: Quality Tested Inside & Out

NO SHORTCUTS. NO GUESSWORK. JUST CONFIDENCE YOUR BOAT WAS BUILT RIGHT.

No matter what your dream boat looks like, every NMMA Certified boat has exactly what you're looking for: quality you can trust, reliability that lasts, and safety you can count on.

You want to enjoy your time on the water. You want a boat that you and your crew can count on for years to come. You want the peace of mind that comes from knowing your boat is built to the highest standards. That's why you want an NMMA Certified boat.

Sure, every boat sold in the U.S. must meet basic U.S. Coast Guard standards. But NMMA Certification? It's voluntary. And it goes well beyond those minimum requirements. When you see the NMMA Certified logo on a new boat, you know you're looking at a boat that has been thoroughly tested inside and out. Everything from the electrical systems to fuel lines to flotation meets the industry's highest safety and construction standards.

Here's what makes the difference

To earn the right to display the NMMA Certified logo on its boats, NMMA Certified boat manufacturers submit to independent, third-party inspections annually to ensure manufacturing processes consistently meet certification standards. Not just once—every year.

Inspectors verify that everything meets American Boat & Yacht Council (ABYC) standards—the gold standard for boat design, construction, systems and safety.



Real benefits

Here's something else worth knowing: NMMA Certified boats are seven times less likely to be recalled by the U.S. Coast Guard than uncertified boats. Seven times. That's not a small difference—that's the difference between worrying and enjoying your time on the water. Certified builders also employ specialists trained in ABYC standards to catch issues before they reach the showroom floor, so you can rest easy knowing that every system on board meets the highest standards.

How to spot an NMMA Certified boat

Look for the NMMA Certified logo on the capacity plate or yacht plate. Many manufacturers also display it in brochures or on their website.

Make NMMA Certification one of the first things you look for when buying a new boat, so you can focus on what really matters—enjoying your time on the water.

Visit [DiscoverBoating.com/certified](https://www.discoverboating.com/certified) for a list of certified manufacturers.

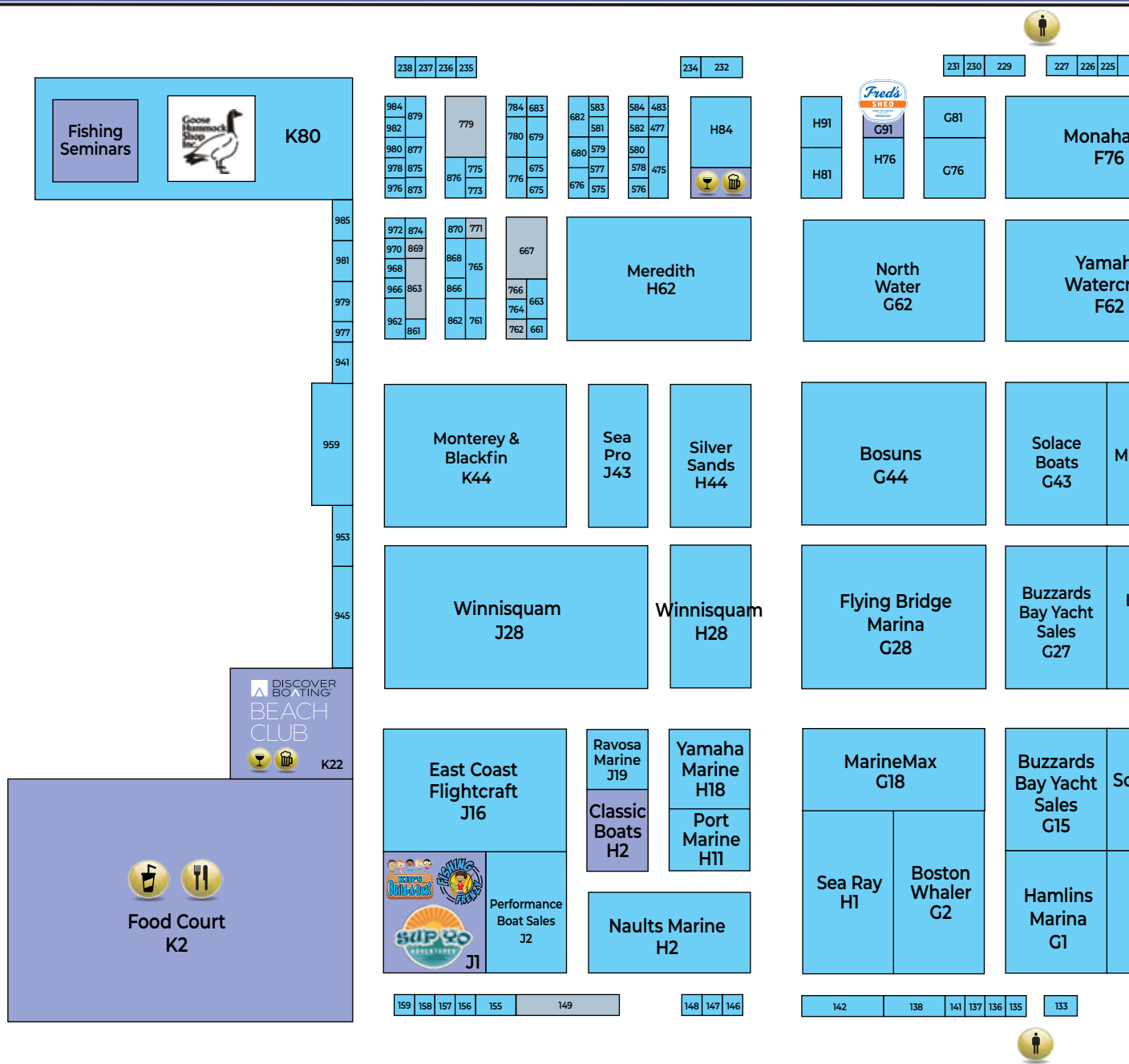
NMMA CERTIFIED BOAT, YACHT AND PWC MANUFACTURERS

A	AB Inflatables	Everglades	M	Monterey Boats	South Wind
	Action Craft	Evolve	N	Moomba	Spartan Boats
	Alumacraft	F		Nautic Star Boats	Sportsman Boats
	Arc Boats	Fish Rite		Nautique	Starcraft
	Armada	Fleming Yachts		Navan	Stingray Boats
	Ascend	FLOE Craft		Neptunus Yachts	Sun Tracker
	Avalon Pontoons	Formula		Nitro	SunCatcher
	Aviara	G	P	Pathfinder	SunChaser
	Axis Wake	Four Winns		Pavati	Suncruiser
	Axopar	G-3 Boats		Phenom	Supra
B	Azimut	Godfrey Pontoon Boats		Premier	Supreme Boats
	Back Cove Yachts	Grady-White Boats		Princecraft	Sylvan
	Balise	H		Pursuit	T
	Barletta Boats	Harris	Q	Quarken	Tahoe
	Bass Cat	HCB Yachts		Qwest Pontoons	Tahoe Pontoon Boats
	Bayliner	Helios	R	Ranger Boats	Taiga
	Bennington	Hellkats Powerboats		Ranger Tugs	Thunder Jet
	Berkshire	Hewes		Reflex	Tiara Sport
	Bertram	Heyday		Regal	Tiara Yachts
	Bestway USA	Hurricane		Regency	Tracker
	Blackfin	HYFOIL Marine		Regulator	Trifecta
	Boston Whaler	iKon		Reign	U
C	Brunswick Commercial	Intrepid Powerboats		Revel	Uttern
	Catalina Yachts	Invincible		RH Aluminum Boats	Varatti Boats
	Centurion Boats	J		Robalo	Veranda
	Chaparral	J-Craft	S	Sabre Yachts	Vexus
	Chris Craft	Jupiter		Sailfish Boats	Viaggio
	Cigarette Racing	K		Saxdor Yachts	W
	Coastal-Vokey	Katanacraft		Scarab	Vita Yachts
	Cobalt Boats	Kawasaki Motor Mfg Corp USA		Scout	Walker Bay Boats
	Cobia	Kyma		Sea Ark Boats	WaterCar
	Contender Boats	L		Sea Pro Boats	Watersports Car
	Crest	Landau Boats		Sea Ray Boats	Weldcraft
	Crestliner	Legend Boats		Sea-Doo	Wellcraft
	Crevalle Boats	Leopard		Sea-Doo Pontoon	X
	Crownline Boats	Lowe Boats		SeaHunter	XO
	Cruisers Yachts	Lund		Shadow Six Racing	Y
	Cutwater Boats	M		Skeeter	Xpress Boats
D	Cypress Cay	Mako		Smoker Craft	Yamaha Boats
	Dave's Custom Boats	Malibu Boats		Solace Boats	Yamaha WaveRunners
E	Duckworth	Manitou Pontoon Boats		Solara	Yar-Craft
	EdgeWater	Mantus Dinghy		South Bay	Yellowfin
		Maritimo			
		Marlow Yachts			
		MasterCraft			
		Maverick			
		Montara Boats			

List current as of December 9, 2025.

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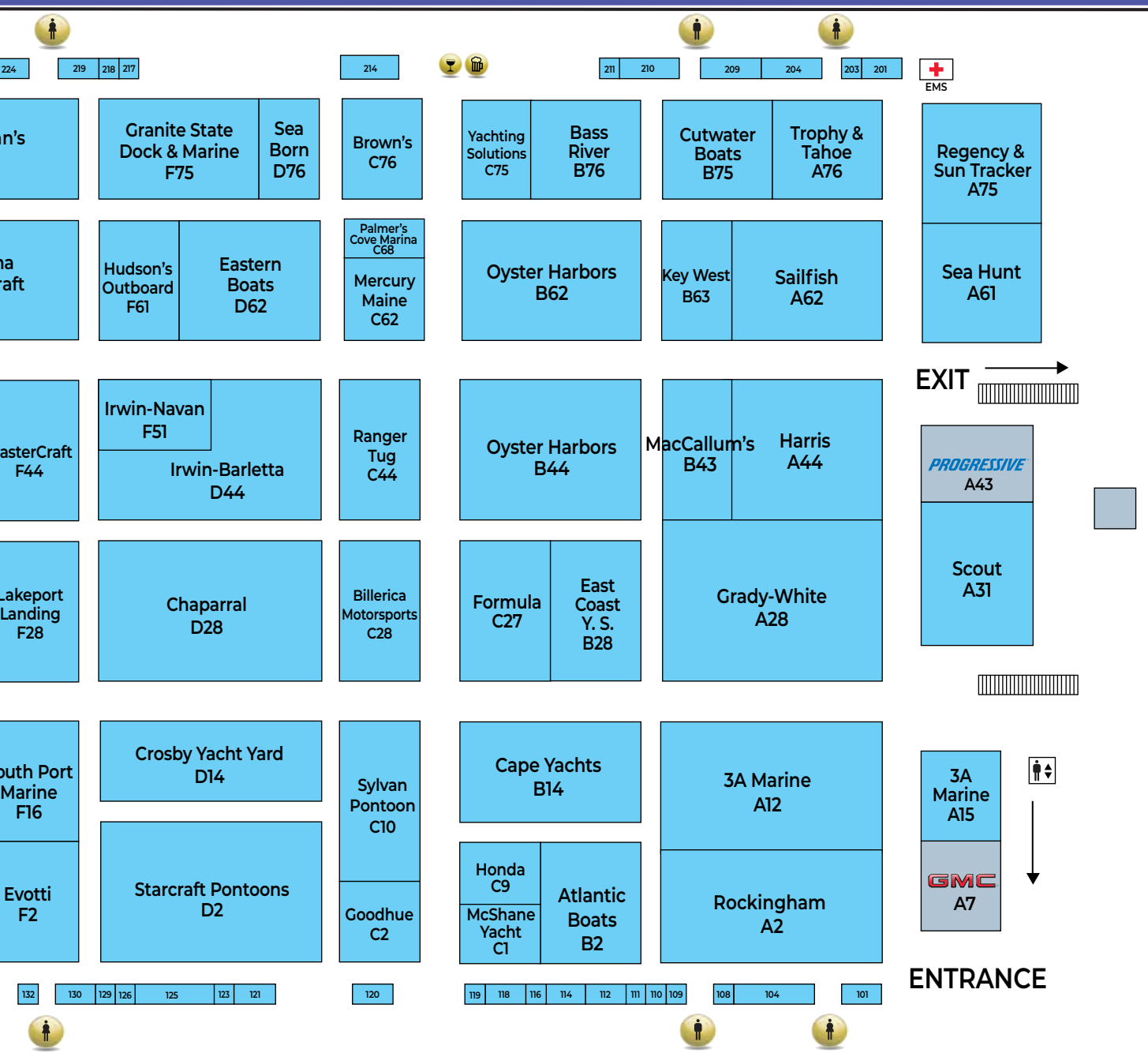
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EXHIBITOR LIST

A

3A Marine Service, Inc. www.3amarine.com	A12, A15
A & J Boat Corp. www.ajboatcorp.com	H18
A Boat Captain www.aboatcaptain.com	583
Albemarle Boats, Inc. www.albemarleboats.com	B44
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Berkshire Pontoons

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H44

Chaparral Boats
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D28

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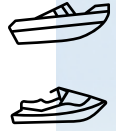
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Unpredictable waters

The open water can be unpredictable, with unexpected storms, collisions, or other potential accidents. Boat insurance can give you financial protection if there is damage to your vessel, providing coverage for repairs or replacement.

Damage and injury

Accidents on the water can result in damage to other boats, docks, or even injuries to passengers. Boat insurance offers liability coverage, which can pay for damages or injuries you're liable for while boating, up to specified limits, and lawsuit costs if you're sued. This includes damage you cause to another watercraft or if someone on or near your boat is injured and you're found to be legally responsible.

Theft and vandalism

Unfortunately, boat theft and vandalism are realities that boat owners face. Boat insurance has comprehensive and collision coverage that can protect you against events outside of your control, including theft and vandalism.

Incurred medical payments

Accidents on the water may lead to injuries for you or your passengers. Boat insurance offers a range of optional medical payments coverage limits, helping to cover medical expenses if you are in an accident or someone is hurt on your boat, regardless of fault.

Peace of mind for financing

If you financed the purchase of your boat, most lenders require insurance coverage to protect their investment. Having boat insurance not only fulfills these requirements but also gives you peace of mind knowing that your financial interests are safeguarded.

Navigational flexibility

Some water municipalities and marinas may require proof of insurance for docking or accessing certain areas. Boat insurance allows you the flexibility to explore different destinations without worrying about entry restrictions.

Emergency towing and assistance

Progressive boat insurance can include optional Sign & Glide® On-Water Towing coverage. If your boat is disabled or breaks down on the water, Sign & Glide® pays for on-water towing, jump starts, soft un-groundings, and fuel delivery.

Wreckage removal

If your boat sinks, Progressive boat insurance will cover the cost of removing your boat from the water (if removal is legally required).

Investing in boat insurance is not just about protecting a valuable asset; it's about safeguarding the memories, experiences, and joy that come with your on-water adventures. Don't let unforeseen circumstances disrupt your journey—navigate with confidence, knowing that Progressive boat insurance has you covered. Ensure a smooth and worry-free voyage, because when it comes to your boat, peace of mind is the ultimate luxury.

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SEMINAR SCHEDULE

WEDNESDAY, JANUARY 7

3pm **Intro to Tuna Fishing** | *Capt. Phil Howarth*

4pm **Fishing Cape Cod Bay** | *Capt. Steve Leary*

5pm **Spring Topwater Action** | *Ian McPartland*

THURSDAY, JANUARY 8

2pm **Intro to Tuna Fishing** | *Capt. Phil Howarth*

3pm **Family Fun with Seabass** | *Team Goose*

4pm **Fishing Options for A Small Boat Owner on Cape Cod** | *Capt. Phil Howarth*

5pm **Nantucket Sound from A Kayak or Skiff** | *Nick Parrite*

FRIDAY, JANUARY 9

1pm **Intro to Tuna Fishing** | *Capt. Phil Howarth*

2pm **Bonito: A New Target Species** | *Nick Parrite*

3pm **Fishing Options for A Small Boat Owner on Cape Cod** | *Capt. Phil Howarth*

4pm **Targeting Albies from a Kayak** | *Ian and Aaron*

5pm **Fishing Cape Cod Bay** | *Capt. Steve Leary*

6pm **Fishing the Rips of East Chatham** | *Capt. Eric Newhouse*

SATURDAY, JANUARY 10

11am **Flounder and Fluke** | *Bruno Demir*

12pm **CC Bay to the Race** | *Capt. Eric Newsome*

1pm **Great White Sharks** | *Kristen Smith*

2pm **Trolling for Tuna** | *Capt. Phil Howarth*

3pm **Cape Cod: A Fishing Wonderland** | *Capt. Ryan Collins*

4pm **Jig and Pop for Tuna** | *Capt. Chris Blake*

5pm **Bonito: A New Target Species** | *Nick Parrite*

SUNDAY, JANUARY 11

11am **Intro to Tuna Fishing** | *Capt. Phil Howarth*

12pm **Great White Sharks** | *Kristen Smith*

1pm **Fishing Cape Cod Bay** | *Capt. Steve Leary*

2pm **A Fish's Eye on Offshore Wind** | *Bonnie Brady*

3pm **Targeting Tog** | *Sam and Jake*

4pm **Fishing Options for A Small Boat Owner on Cape Cod** | *Capt. Phil Howarth*



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