



# ZODIAC

## Z-News

Welcome to Z-News – a quick update for journalists on newsworthy happenings at Zodiac of North America. **Journalists needing more information about any news item in Z-News, are asked to call Ed Federico or John Quinn at Haber & Quinn at 954-764-6011 or send an e-mail to [ef@haberandquinn.com](mailto:ef@haberandquinn.com).**

### ***Katrina Recovery: Zodiac Rescue Makes National News***

After spending several weeks in the areas devastated by Hurricane Katrina, the rescue convoy from the Zodiac Academy/Bear Search and Rescue Foundation (BSARF) is now back home. About 20 volunteers with dozens of Zodiac boats traveled to Louisiana to aid in the search and recovery effort. Their assistance was vital to rescuing hundreds of people trapped by floodwaters in New Orleans. In fact, a published photo of their efforts ran in the "Top of the Week" section of the September 19<sup>th</sup> edition of *Newsweek*.

The team arrived on September 5 and was quickly "adopted" as an attachment to the Army's 82<sup>nd</sup> Airborne Division, serving as its "Navy" for Hurricane Katrina recovery operations. While there, they were instrumental in training first responders on how to use the more than 2 dozen inflatables (F 530s) used by military officials to scout areas of the flooded city for survivors.

Thanks to a \$250,000 boat donation fund set up by Zodiac Group, the Zodiac team was also able to process requests on-site for search and rescue groups requesting Zodiac boat donations. Among the first to be approved for the boat donations were a South Carolina U.S. Search and Rescue (USSAR) team, a team from the International Fund for Animal Welfare and a team from the Vietnam Veterans of America Foundation, which deployed to the affected area on a mission for the Centers for Disease Control.

"The Zodiac Academy's ability to operate a full-service, mobile maritime operation proved to be invaluable to responding to a catastrophe such as this," says JJ. Marie, President & CEO of ZNA.

***Dramatic photos of the Zodiac Academy search, rescue and recovery effort are available.***

### ***Star Power—CZ7 Ultimate Adventure Boat® Makes Appearances***

#### CZ7 in The Magic City

A tip for fans of CBS' hit show, *CSI: Miami* – one of the nation's most-watched programs: Be sure to set your DVRs to record as Zodiac's CZ7 makes its primetime debut on *Monday, October 17<sup>th</sup> at 10:00 PM*. The episode involves a car accident where a car falls into the ocean. The CZ7 takes the role of a response boat. Between 11 and 14 million people watch *CSI: Miami* each week!

#### CZ7 Diving Into the Blue

Zodiac's CZ7 makes a cameo appearance in Sony's just-released treasure hunting adventure, *Into the Blue*. The story revolves around a group of divers who find themselves in deep trouble with a drug lord after they come upon the illicit cargo of a sunken airplane. The movie was shot in and around the Bahamas.

***Into the Blue production photos featuring Zodiac's CZ7 are available.***

### ***Made in the USA: Zodiac Signs with Scout Boats for New Building***

ZNA recently signed a lease with Scout boats for a new construction facility, to be built specifically for them. The new, state-of-the-art building will be 40,000 square feet with half the space devoted to manufacturing, and the other half for logistics for the Zodiac and AVON lines.

### **Mark 2s for Crews at CSU**

ZNA recently completed delivery of three Mark 2 Classic inflatable boats to the California State University Sacramento (CSUS) Aquatic Center. The boats were used by the Aquatic Center staff at their summer camps, which took place on Lake Natoma – one of the premier rowing venues in the country. The inflatables will also be used as chase boats during several rowing events during the year. Inflatables are gaining popularity as support boats for rowing and sailing clubs across the country. Inflatables weigh less than their hard-sided counterparts, so they are easier to transport. They run faster on less power, generate smaller wakes, consume less fuel and the tubes serve as natural fenders.

### **Zodiac Academy—Training Classes Open to Journalists**

Journalists are invited to join first responders and put their skills to the test in special training classes offered by the Zodiac Academy. These classes – designed to train emergency personnel to respond effectively to critical incidents on our domestic waterways – are available to all public safety and first responder personnel, including police and law enforcement, fire/rescue, EMS, FEMA, USCG and SWAT teams. A schedule of upcoming classes is below:

DATES	DESCRIPTION		LOCATION
October 13-15	Rescue/Tactical Ops Using RHIBs*	(3 day)	Stevensville, MD
October 28-29	Basic Boat Operations	(2 day)	Johnson, VT
November 15-16	Basic Boat Operations	(2 day)	Kemah, TX
November 18-20	Rescue/Tactical Ops Using RHIBs	(3 day)	New Castle, DE
December 10-11	Basic Boat Operations	(2 day)	Richboro, PA
December 20-21	Basic Boat Operations	(2 day)	Okeechobee, FL
December 22	Personnel Recovery	(1 day)	Okeechobee, FL

**\*Note: Zodiac CZ7 Ultimate Adventure Boat® used in this instructor training course  
To reserve a spot in an upcoming training class, contact Ed Federico.**

### **Awards & Recognition—Lifetime Achievement & Pentagon**

#### Lifetime Achievement Award for Marie

President & CEO of ZNA, JJ. Marie, received the Neil Roberts Lifetime Achievement Award from Tactical Waterborne Operations (TWO). TWO named its prestigious Lifetime Achievement Award in honor of fallen U.S. Navy SEAL Neil Roberts, who made the ultimate sacrifice for his country when he was killed during Operation Anaconda in Afghanistan in March of 2002.

**Photos of the award are available.**

#### SWAT Tour Honored at Pentagon

The recently installed new Chief of Naval Operations, Admiral Mike Mullen, honored Zodiac's SWAT Tour with a special ceremony at the Pentagon. In fact, this was Mullen's first office function on his first day of service as Chief of Naval Operations. SWAT is SEAL Wives Against Terrorism, an organization founded to honor Navy SEALs and Naval Special Operators who are killed in action. SWAT is a dedicated group of women who promote health and welfare programs for the SEAL community and raise funds through a challenging boat tour.

### **Showtime—Fort Lauderdale International Boat Show®**

Make sure you stop by the special CZ7 Ultimate Adventure Boat™ exhibition (booth # 1061/1062) at the Fort Lauderdale International Boat Show®. You never know who might be browsing there. Since its launch last year, the CZ7 has attracted an exclusive group of high-adventure, high net-worth buyers from the United States, United Kingdom, and Russia.

The CZ7 exhibit will be right next to the full Zodiac and Zodiac Academy exhibit (booth # 1057) at Bahia Mar, just off A1A in Fort Lauderdale.

### **Photo & Information Contact**

For more information on any of these news items, or to access our FTP site for high-resolution photos, please contact Ed Federico at Haber & Quinn at 954-764-6011 or send an e-mail to [ef@haberandquinn.com](mailto:ef@haberandquinn.com).