



FLEMING OWNERS' SITE



Fleming Owner's Site

Introduction

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Cover photo: Fleming 55 *Tranquility* (55-200) offshore cruising in New Jersey, USA.

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Basic Features of the Fleming Owner's Forum and Web Site

Why An Owner's Site?

Yacht owners of virtually all well-known manufacturers have an owner's web site, providing them with access to discussion forums where tips and techniques about their yacht are available. A good web site also has a cruising article capability, along with a photo gallery, that gives the owners a capability to share their experiences with friends and acquaintances of like mind.

The Fleming Owner's site (www.flemingowners.org) was created for just this purpose, but with a goal to provide even more support to Fleming yacht owners. The site is the result of many hundreds of hours of development effort, seamlessly integrating several freely available open-source software packages, with a considerable amount of custom software for special functions to provide additional features. The integration and custom software was developed entirely on a volunteer basis (i.e., without any support – financial or otherwise – from Fleming Yachts or their dealers.

This document will briefly describe the goals of the Fleming Owner's site, as well as some of the benefits we've seen to the Fleming owners - and value to the Fleming brand. This document will also explain how to create an account on the site, and to update your personal and boat information

Several other associated documents will dive into the details of the many features and functions of the site.

Site Goals - Here's a brief summary of the goals of the site and some of the value the owner's site offers to owners.

- To help create a strong owner's

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community, encouraging communication among owners. This benefits the owners in obvious ways, and also enhances the value of the brand by developing owner loyalty. Based on experiences with owners of other yacht brands, it's a well acknowledged fact that a strong owner's site and community have had a substantial impact on the growth and recognition of their yacht brand.

- To provide a substantial level of self-support for owners, sharing experiences, getting questions answered, and having discussions that might not otherwise be possible.

While the site is not intended – and in fact, *is not recommended or encouraged* – to be a replacement for direct communication between an owner and his/her dealer, and it is strongly encouraged that owners first consult with their dealer (or directly with the factory) on issues that can best be resolved in that manner.

There's no question that Fleming Yachts and the various personnel at the dealers have tremendous knowledge of how a Fleming yacht is built and what its various structures can withstand, and have

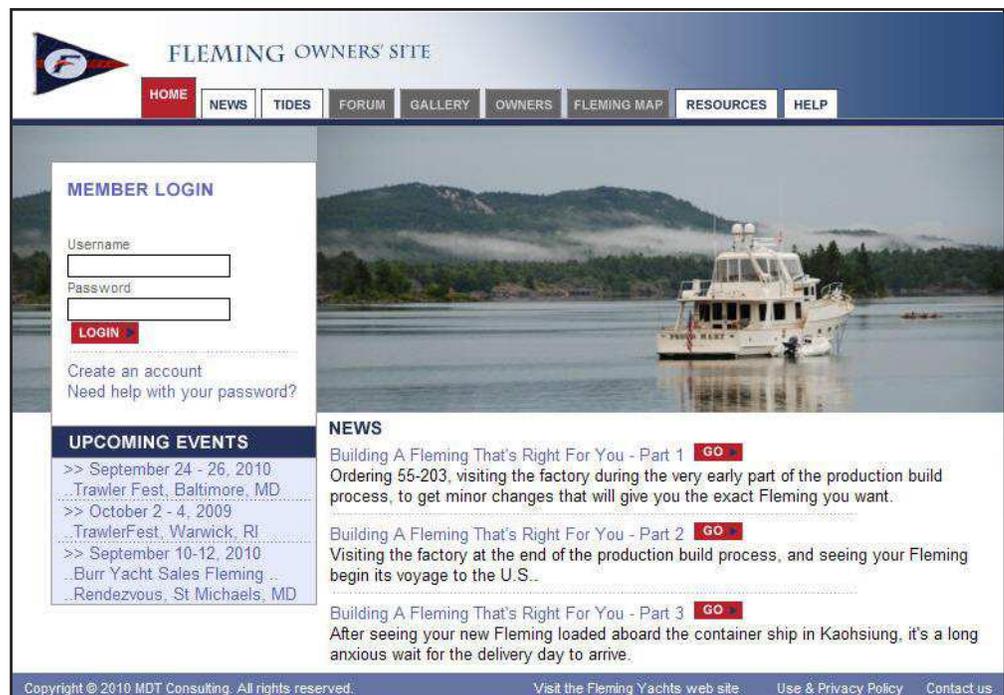


Figure 1. The Home Page (before login) for the Fleming Owner's Site

valuable recommendations about what can and should be done about various aspects.

Nevertheless, much of what is learned over the years by owners of Fleming yachts is also priceless knowledge – much of which is never shared among other owners, nor shared backwards to the dealers and factory – and it’s this knowledge that can be so valuable in a forum discussion.

To that end, the owner’s site provides a very powerful feedback mechanism, not only to other owners, but also to the dealer network and factory about owner satisfaction and any improvements that owners would like to see in the yachts. It also provides valuable feedback on new product opportunities.

- The owner’s site provides a great marketing tool for new yacht sales, as prospective owners can (given the access) interact with existing owners, read cruising stories, and can even see an interactive map of where Fleming yachts are in the world.
- The owner’s site can provide links to factory and dealer sites and contact information, which provides another “point of entry” for prospective customers.

The Home Page

The Fleming Owner’s site is divided into eight major functions, plus the home page.

The Home page provides several important functions:

- Each major functional area of the overall site is represented by a “Tab” at the top of the screen.

Before logging in

(see Figure 1, previous page), note that only the News, Tides, Resources, and Help tabs are shown in white

background - this means they are “live” links, and anyone who accesses the site can follow those links (i.e., you do not have to be a registered user, or logged in).

After logging in (see Figure 2), additional tabs now have white backgrounds and have become active links, depending on user status. We allow non-owners to register as a “guest” user, and they have access to some parts of the site, including the forums and photo gallery, but not the owner’s database and the interactive map function.

In future, additional tabs may be added if new features are warranted.

- The Login section allows registered users to login.
- To become a registered user, an account must be created. There’s a link to “Create an Account” just below the LOGIN tab. After login, this link will change to “Edit my profile”, allowing you to

Tip: The Fleming Owner’s Forum and web site allows multiple accounts for multiple-owner Flemings (husband and wife, or just plain multiple owners). To do this, simply create multiple accounts - different usernames - and specify the same boat name.

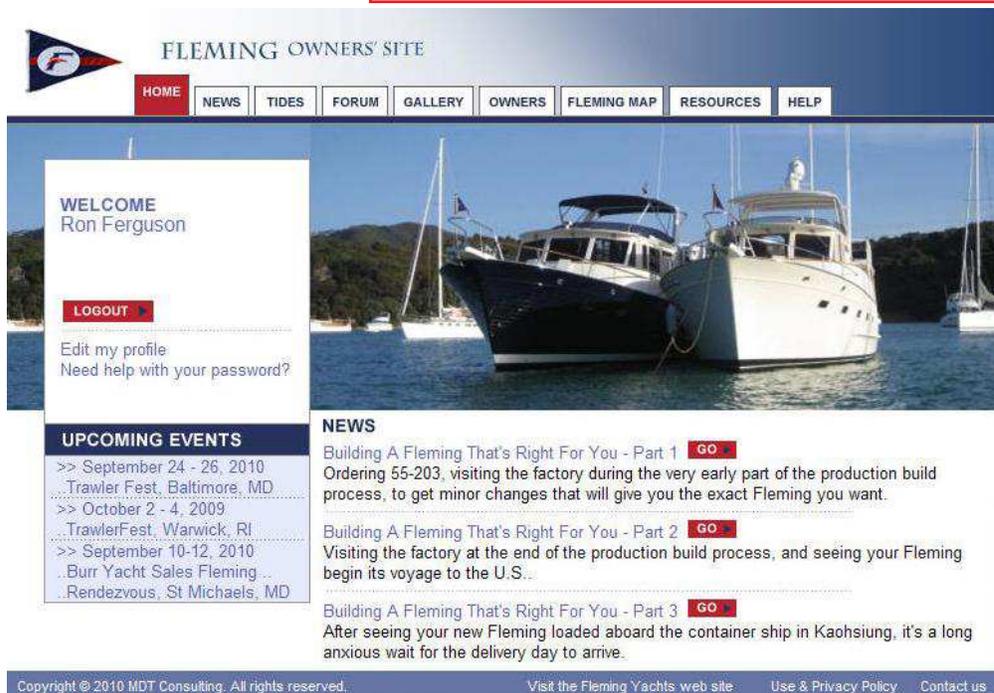


Figure 2. The Home Page (**after login**) for the Fleming Owner’s Site

change many of the data fields in your account profile.

At a minimum, account information for a registered user must contain a valid first and last name, a user name, and at least one e-mail address. (See the following section for details of filling out the Profile menu.

- If you forget your password, there's a "Need help with your password" link, which will take you to a "self-service" screen to assist you.

Since passwords are encrypted inside each account record, no one - not even the site administrator - can retrieve your password if you forget it. At the password assist screen, you'll fill in your username and e-mail address, and the system will generate a temporary password and e-mail it to you.

Once you activate this temporary password, you can then log in, and presumably will go to the "Edit

Tip: There is a Help document that provides assistance information if you should forget or lose your username or password.

my profile" screen to create your own password that you can remember.

- The "Upcoming Events" section shows calendar events - of interest to Fleming owners - that are coming up.

Each event can also link to another page or web site with details on the event - so if you hover your cursor over an event and it shows as a link, clicking on the event will open a web page in another window that will provide information about the event.

- News "teasers" are displayed for some of the current news stories, with links to the full stories. This is just a means of highlighting the most recent (or the most popular) news stories. Users can get a full list of the news articles by clicking on the main tab labeled "News". You do not have to be a registered user, or even logged in, to view the News stories.
- The links in the footer of the page take you to the factory's web site and other contact information.

- The Home page also displays one of many photos of the boats selected at random from a library of "marquee" photos. Each time the page is refreshed, a new photo is displayed.

Creating A New User Account

Clicking your cursor on the Create An Account link on the main login page will take you to the Create A New User Account menu. Here you will fill in the data that establishes your profile to the Forum and web site (see Figure 3 on the next page).

Note: An asterisk (*) indicates required fields. As you can see, only username, password, your first and last name, and an e-mail address is required. Additional fields are useful for other Fleming owners to communicate with you, or to know your cruising area. If you are registering as a Fleming owner, you will also be required to fill in the model and hull number of your Fleming, and indicate where you purchased it - this information is necessary to verify owner status.

Username - (required) is the name you will use to log in to the site, but more importantly, it's the name by which all of your posts on the site will be identified. It could be your nickname, your boat name, or something that's descriptive of your boating experiences. You could choose a name that you can remember and easily spell, and if you aren't going to be accessing the site on a frequent basis, you should write it down in a special file on your PC that is hidden away - or maybe keep it in the address book on your cell phone.

Password - (required, twice) is a password value of your choice. The Fleming Owner's Forum and web site obviously doesn't require security of access that your financial institution does, so you aren't required to have a super-strong password. Nevertheless, we don't want the site hacked, so keeping it as secure as possible is to everyone's benefit (and therefore, shouldn't be just your boat's name or something silly like that). Preferably your password will be one that's easy to remember, including upper and lower case letters and one or more numbers.

FLEMING OWNERS' SITE

HOME NEWS TIDES FORUM GALLERY OWNERS FLEMING MAP RESOURCES HELP

Create a New User Account:

* indicates a required field

* Username: [text input]
 * Password: [text input] * Confirm Password: [text input]
 * First Name: [text input]
 * Last Name: [text input]
 Home Phone Number: [text input] Mobile Phone Number: [text input]
 Work Phone Number: [text input]
 Confirmation Code: **N4QWSV**
 Enter the confirmation code above exactly as you see it. The code is case sensitive and zero has a diagonal line through it.

* Email Address: [text input] Second Email Address: [text input]
 Address: [text input] Your Time zone: GMT [dropdown]
 Additional Address: [text input]
 City: [text input]
 State/Province: [text input] Postal Code: [text input]
 Country: [text input]
 * Confirmation Code: [text input]

Do you currently own a Fleming?
 No Yes
 Fleming model: 50 [dropdown] Hull Number (without model): [text input]
 Purchased from: Please select one [dropdown]
 Boat Name: [text input]

I have read and I agree to abide by the [use policy](#). PLEASE read this policy before continuing, as you will be held accountable to its conditions.

Owner Photo: Upload a photo of yourself (2 MB max size)
 Photo path/file name. (2 MB size limit, 4:3 width to height ratio): [text input] Browse...
 CREATE MY ACCOUNT CANCEL

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Figure 3. The create A New User Account Menu

Again, make sure that you write your password down. If you lose it or forget it, the password is not retrievable, and the site administrator does not have any way to

Tip: If you cannot remember or cannot locate your password, click the “Need Help With Your Password” link on the home page - just below the login fields. Also, the Help tab provides an instruction sheet that has details of the process you must go through - follow these exactly. Once you have a new temporary password and can log in to your account, you can then go to Edit My Profile and change it to a memorable value.

retrieve it from the site data base, as passwords are stored there in an encrypted form.

First and Last Name - (required) - self-explanatory, although there’s nothing prohibiting you from using both a husband and wife’s name in each field (John and Jane and Doe/Smith, for example). See the nearby Tip about the capability for creating multiple accounts - your choice of which way you do it.

Phone numbers (home, mobile, work) - (optional) - self-explanatory, and can be in any format you choose.

Confirmation Code - (required) - you must key in the character/number string shown in the grey area. It is case sensitive (and zero has a diagonal line through it), so make certain that you key it in exactly as it’s

shown. This code prohibits web crawlers from signing up on our site as a guest in order to breach our security.

E-Mail Address/Second E-Mail Address - (at least one e-mail address is required) is an e-mail address that all correspondence with the Fleming Owner's Forum will be done. This must be a valid address, and if not, your account will not be set up and active. It also must be a unique e-mail address, prohibiting two users from specifying the same address.

If you have two e-mail addresses that you use (one for work and one for personal use, for example), you can specify both. You can also have one e-mail address for each spouse.

If you sign up for e-mail subscriptions with the Forum, the specified e-mail address is the one you must use to send all posts to the site via e-mail submission, and it is the address where you will receive posts that have been made to the Forum.

Address/Additional Address, City, Province/State, Postal Code, Country - (optional) - self-explanatory. Many users choose not to specify an address - it's entirely your choice. Your private information will not ever be used for commercial purposes by anyone connected to the web site, and it is prohibited by the Fleming Owner's Forum Use Policy for any user belonging to the site to do so (although there are limited ways that this can be policed).

Do you currently own a Fleming? - (optional, but required if you wish to have "owner" access status to the site). If you check Yes, a message box will pop up saying, "Your ownership status will be confirmed and you will be notified of the outcome. Do you wish to continue?" If you click OK, you can then fill in the Model and Hull number, and indicating from where you purchased your Fleming.

All of the current Fleming dealers/agents around the world are identified in a pull-down list, and former dealers can also be selected from the list. If you purchased your Fleming directly from another owner, you should select Other or Private Party. Lastly, you will specify your Fleming's name (and be particular about upper/lower case, as it will be displayed in the Owner's List as you've specified).

In any case, if you have indicated you are a Fleming owner, when you subsequently click Create My

Account, a behind-the-scenes verification process will take place that ensures you indeed are the owner of the Fleming you have specified. When/if the ownership is verified, you will be notified by e-mail of the outcome, and if successful, you can then log in and access the entire site with owner status.

Owner Photo - (optional) is a photo of your choice that will be displayed on your owner's page whenever anyone views your Boat & Owners Details (by clicking on your username on the Owners page).

I have read and agree to abide by the Use Policy (required) - check the box only if you have read the Use Policy - it can be found in the Help site document files, or by clicking the "use policy" link in the profile screen. As the note indicates, all users (guests, owners, dealers/agents) of the Fleming Owner's Forum and web site will be held accountable for their actions with respect to the site. Largely, this is a self-policing forum, but if there are transgressions as spelled out in the Use Policy, the offender may be subject to termination of their user account.

Create My Account - (required) - click this link when you've completed all of the fields in your profile.

Editing Your Personal Information

At any time, you may edit your personal and boat information.

From the home page **after login**, you can click on the Edit My Profile link directly below the LOGOUT window. This will take you to your Personal Profile page, showing all of the personal information that you've provided.

If you arrived at the edit screen from the Owners page, you can click on Edit Personal Info.

Once you're at the edit screen, you can change any information about yourself, including your username, etc.

Your Time Zone - (optional, but required if you wish to see correct Tides information) this field allows you to select your local time zone. Clicking on the v pulls down the list, from which you then select your local time zone .

Here are some examples of GMT-relative times:

London	GMT
New York	GMT-5 (standard time) GMT-4 (Daylight Savings time)
Chicago	GMT-6 (standard time) GMT-5 (Daylight Savings Time)
Seattle	GMT-8 (standard time) GMT-7 (Daylight Savings time)
New Zealand	GMT+12 (standard time) GMT+13 (Daylight Savings Time)
Sydney, Aus.	GMT+10 (standard time) GMT+11 (Daylight Savings Time)

For more information about GMT, go to www.greenwichmeantime.com. On their home page, use the "Select a City to see Current Time" in the time zone where you're located, and it will show you the GMT-x value for that time zone.

If you're plan to use either the Fleming Map or the Tide Predictions function, we encourage you to log in to the site and ensure that your current time zone is set.

Note: Greenwich Mean Time is the same all year around - there is no Summer Time/Daylight Savings Time, so you must manually change your profile twice each year when/if your local time switches to/from Summer Time/Daylight Savings Time.

SPOT Messenger ESN - (optional, but required to participate in the Fleming Map if you wish to enter your Lat/Lon via your SPOT) - for more information and details of how to specify your ESN value, refer to the Help document about the Fleming Map feature.

Editing Your Boat Information

If you got to the Edit Your Personal Profile screen from the login page link, there is a link near the top center of the screen - Edit Boat Info.

If you clicked on your boat name in the Owner's page, then you got here directly (and there will be a link on the right half that takes you to edit the personal information). If you wish to edit your boat information, click the link at the top that says Edit Now.

Fleming Model/Hull Number - (required) these fields will already be filled in (i.e., you wouldn't be here unless you've been verified as a valid Fleming

owner). It is required that you have data in these two fields when you exit this screen, but they can be modified if you have changed boats, or if you entered an invalid value on registration.

Hull Color - (optional) most owners specify "Fleming Cream", but if you have something different, specify it here.

VHF Call Sign/MMSI/Home Port - (optional) self explanatory.

Website - (optional) if you have a website for your boat, specify it here.

Boat Name - (required) there will already be one specified here, but if you've changed it you can specify that here.

Boat Name Meaning - (optional) every boat name has a story, and if yours has one you wish to share, specify it here. It will be displayed next to your boat photo when anyone looks at your Boat Info.

Current Boat Position - (optional) a Lat/Lon where your boat is currently located. You can change this any time you wish. It only appears on the Boat & Owner Details screen, and does not have any effect on the Fleming Map feature (and does not enter your boat for participation in that feature).

Enable Public Position History Map - (optional) checking this box enables your boat's position to be viewed by anyone you send the URL that follows this line. This URL contains the unique id of your boat, and any friends or family who have this URL will only be able to see the Position History Map for your boat. (For more detailed information on this, refer to the Fleming Map Feature document in the Help section.)

Upload New Photo - (optional) allows you to upload a different photo than the one already present.

Deck Color/HAM/SSB Call Sign/On-Board Phone Number/Currently Moored At - (optional) self explanatory.

Cruising Area - (optional) a pull-down menu allowing you to specify your normal (or current) cruising area.

Update Boat Info - click when finished, to update the data base with any changes you've made. Click Cancel if no changes were made.