



# Setting a New Standard

**P**eter Anzo's commitment to customer service and knowledge of the marina industry has been the driving force behind the Vinings Marine Group (VMG), established in 2004. The VMG vision and company philosophy are based on creating a new type of marina experience and raising the bar for competitors. Rooted in the VMG vision is outstanding customer service and exceptional, state-of-the-art facilities. Anzo is determined to make

all 15 of the VMG branded marinas places where service and amenities are above average and where boaters can expect a professional staff and a consistent experience.

Peter Anzo, President of VMG, can often be found pumping fuel at his facilities and working the VMG booth at boat shows. He is finished his advanced Certified Marina Managers Course this past December. Peter is also a lifetime boater and suffers withdrawal when he is not on the water. "Being able to blend

work and my passion for the water is the best of both worlds," says Peter, as he quotes his favorite line from a Kenny Chesney song, Boats... "vessels of freedom, harbors of healing." He feels it is critical to totally understand both the boater and marina experience in order to successfully deliver a superior product.

He saw the hospitality aspect of marinas as a key piece that needed to be improved to satisfy the boater needs. "We will deliver superior customer service



Peter Anzo

matter the location, boaters can expect the same geniality and good cheer from the staff at each VMG facility.

VMG's Chief Operating Office, Pam Lenzion, who has her 100-ton Captain's License, is completely focused on bringing continuity to VMG by making sure that all of the marina managers are trained on the VMG vision. Peter and Pam often use LaPrade's Marina as the example for all of their facilities. Located in the beautiful foothills of the North Georgia Mountains

few spread across the Mid-West. One area of focus for VMG has been the Norfolk/Virginia Beach area because of the diversity of facilities that offer a full complement of amenities and accessibility to great fishing. They now have four marinas in this area that cater to boaters and anglers who live and visit Hampton Roads waters throughout the year. Willoughby Harbor Marina, Bay Point Marina, Little Creek Marina and Taylor's Landing Marine Center all have personalities of their own to

*"We deliver superior customer service and a consistent experience."* — Peter Anzo

and a consistent experience at all VMG properties," says Peter. His vision is for boaters to be able to visit a VMG facility from New England to the Keys (ranging from freshwater to saltwater properties) with his ultimate goal of a facility every 250 miles. This would nearly double the current number of marinas they own and manage. His model focuses on renting rather than owning slips and using the economies of scale to pass savings (fuel, etc.) on to their customers; and no

on Lake Burton, LaPrade's Marina is less than a two-hour drive from Atlanta. VMG has completed the redevelopment of the entire marina on the lake-front acreage. It now has 52 covered slips with electric lifts; 56 uncovered slips; a marina store; two fuel docks; two restaurants; courtesy docks for restaurant parking; a boat showroom; a complete boat service and repair facility; and a brand new beautiful Adirondack style pavilion, with a fireplace available for private rentals.

VMG's 15 facilities are located mostly along the East Coast, with a

match the locale. Each VMG location emphasizes customer service, well-landscaped, clean environs and on-site management, bringing value to the customer as well as the investor. Brian Baker, regional manager for the Hampton Roads properties, started as a dockhand and has quickly risen to regional manager. Brian's approach is consistent with the VMG vision. "Boaters can count on receiving the best service and product available on the water every time they visit," says Brian.

To learn more about the VMG properties visit: [www.viningsmarine.com](http://www.viningsmarine.com). ❖