

Long factual version: How to become a yacht builder and why you should build your custom yacht here with Greg.

Greg was working as a dishwasher at Naples Yacht club and got a job building a mansion on Naples Florida harbor for the Johnson and Johnson estate. While building yacht would go by and Greg would wonder how and who built them. At age 17, Greg was going to be a father and a navy recruiter asked him if he ever thought about his future. Greg asked "I hear there is better surf in San Diego, do you have any navy there? Greg took a test, scored so high he joined and was given a school called anti-submarine warfare in Pt Loma San Diego in 1976. Greg Moore was in the USN. For three years he looked out of his classroom windows down onto Shelter Islands Boat Yards. Greg later went 17,000 miles going around the pacific rim on a 230 ft navy frigate. Greg was trained to lead all the anti-submarine warfare divisions technical needs as an E-5, STG-2. Those three years of hard-core electronics were beat into his head young but the training kept coming Greg's way. Greg had diesel generators just to power his sonars, so they made him an engine-man. Greg had chilled water systems that cooled down the 63 electronic cabinets (the size of refrigerators) to run his gear. Each full of circuit boards and needed to be kept cool. So, they made him a refrigeration expert and a plumber. Then they made him volunteer to handle nuke bombs so they sent Greg to nuke school at Coronado and taught him high reliability. Then onto pilot rescue school, and so on and so on. You get the idea. Enlisted guys like Greg Moore are the ones who do the work and he did it on three different navy ships. Greg is the hands-on guy. That's as old school as it gets! Now after practicing industrial marine engineering and building arts for the last 42 years, they don't make many guys like Greg Moore anymore.

Navy guys today get very little training and the govt. uses civilian pros to work on most ships. Greg later finished college on the GOVT. G.I. bill, then worked at sea world as an electronics tech for his first job at Age 23.

The Sea World job taught him how to continue an attitude of "the show must go on mentality" and discipline. From Seaworld, Greg graduated college after being a high school drop out and got his dream job at a think tank as an electrical engineer at Square D companies advanced product development team. But, after two massive learning curve years there in manufacturing, he learned moved onto Marine scene to have more fitness and the sea back in his life. The sea kept calling and Greg left those behind who were not entrepreneurs and started a marine business on Shelter Island 1986.

Greg's first job was with Jim Garcia working on Fred Duckets boat called the Temptation. Moore recalls, "they gave me a little spoon and for two weeks I got down to the shaft box and was cleaning rotten crab claws out from around the shaft. Yes, my first civilian marine contract was with the late Fred Duckett, the owner of the Fish Market. His partner was JR Johnson, the owner of NEWMAR Marine electronics which Greg would later to become his yacht builder. Greg said " JR Johnson and I discussed his battery charger designs, he said I knew my stuff and changed a circuit design in his chargers to be more modern and safer on Greg's tip. Knowing so much about electrical and electronics, the wires went everywhere on boats. Greg soon wanted to learn about building the whole boat.

In 1987 Greg started Ocean Engineering Co. and caught a break at the Crow's nest brokerage and outfitted new Bertram yachts for Mr Rob Sterling. A Movie star like ex Aussie Americas Cup Sailor who took a liking to Greg's youth and enthusiasm, not to mention Greg's cheap intro price and squared away navy creases ion his jeans. Rob sold a ton of Bertrams and Greg did all his commissioning. That was beginnings for small pleasure yachts. Greg was now in full production and on Shelter Island.

Greg later joined two navy Guys and started a retail store where he sold marine electronics. Forced out by a greedy partner, Greg took his buyout money and went to Cabo, South Florida then to Seattle for 6 months to learn how to fish for big marlin, salmon, spot prawn and tuna, all while fixing boats everywhere he went. Greg has navigated and piloted over 150 waterways, a captain's captain.

Moore returned and joined a custom yacht builder in town called Knight and Carver. There for 3 years as their engineer for new construction Greg designed and did all the drawings for some of the world's best custom yachts and clients. Greg got to help build the Mil So Mar, Sea Mist 72', Newmar 88', Hallelujah 70', Dulcinea 80', Xylophone 72, Croupier 70' the "La Mar" 80' an ABS standard for city of LA water monitoring and helped design the first 5 hulls on Jim Jenks Innovator yachts. The luxury Tax crippled knight and carver and Greg was a big salary he felt they couldn't support so in the midst of a luxury tax and recession; Greg went back to dockside repair.

SeaPower Engineering was Greg's second company 1996-2007 and retailed systems and installed renting space in the boatyards. That's when he started to do engines and a wide variety of things other than electrics and building. In 1998 Greg was elected as US western director in for a trade organization called NMEA, the National Marine Electronics Association. During his term he worked on the current NMEA2000 data bus architecture what ended up being J1939 data Can Bus which was authored by the NMEA organization. This same standard is still in use today and ties the entire ship together. The data stream was the first to send information going in both directions. His tenure allowed him to travel USA and meets dealer everywhere.

Since then Greg had the opportunity to rebuild many Man and Cummins engines. Change shafts, do engine mounts. Greg can now Design the FRP fiberglass layouts, the interior bulkheads, tanks, engine mounts and exhaust, fiberglass molds, vacuum bagging, extreme high carpentry and some really high-end interior stuff. Don't let his dirty hands and coveralls fool you.

That was a great start to many years of dockside service calls. He estimates he has completed over 30,000 marine work orders as of 2019 and drawing on those he is a much better boat builder. Seeing new boat builds from the inside out then seeing what really happens at sea and failures, gave Greg a special perspective that's rare today. Knowledge you would have to have spent 40 years at sea and built 50 boats to understand and foresee like he can.

Greg says " The watercraft machine dictates, you just hold onto the tail. You might be the most powerful man or woman in the world but you don't tell a boat what to do. It tells you! You must listen to her and how the boat speaks to you. All boating is one of a kind prototype," Greg says.

Greg completed many large full scale restoration projects over the years and outgrew renting space in other people's boat yards. He always hated the way marina staff treated him to get into marinas. So, Greg's has a new Boat Yard is called Boat Yard San Diego, built in 2015. Greg is also a navy contractor and in very good standing. Greg says "You mess up once in navy contracting and you're out for life."

Greg says "people always make this mistake." "They think Boating is an industry, its not." Big merchant shipping is an industry not pleasure boating." The auto business is an industry." "The lesson for us all is every boat business is just mom and pop shops. Little companies which after the founder moves on, they often are never the same. He warns that if you kick to many marine businesses around thinking they are an industry and make to much money, you will quickly find out there is no one left to help you.

In Greg's boat building career, he learned there are pockets of marine expertise around the world from men who have spun off from parent companies. Like Vancouver Canada for steering, India for ship wrecking, Philippines for tax free labor, Ft lauderdale for fancy interiors, Seattle for strong hull builds, and San Diego is a mecca for talent and parts. Greg feels you can't build a boat in a better spot.

Look at the number of boats in slips. Only 3000 slips. No one is getting rich off big boy toys or any yacht fishing boats. So be nice and don't expect to be treated like a car dealership treats you. Auto dealerships own yachts and have 600% profit margins. Not even the biggest marine companies make that much net profit. If they do, the city permits or lawyers will take it. Ask Knight and Carver. Now they are bankrupt after 55 years. So please go easy on your boat doctors and artisans

Greg's moto for his workers and contractors: Navy Law: lying is called gun-decking and if done while still in the navy, it's one of the most terrible offenses a sailor can commit and can kill the crew. So, let's get to the real truth and real cost of your boating needs. It's your toy, don't blame the poor mechanics when it's time to pay bill or things aren't turning out as cheap as everyone thought.

Greg goes on to say " I love working for boaters who have owned enough boats to appreciate how hard things are and how much longer it takes to work on a boat. You can try and go cheaper all you want but, it will cost you more in the end. Believe me, I have tried a thousand times myself to save money and it just cost me more."

Greg has his own Mikelson 60ft sportfisher he rebuilt from sinking. He has over 5 years and one million dollars in parts in it. He knows how you feel. Greg has over the years hired many of the marine contractors just like the other boat yards do. Every time he tried to go cheap, it cost him more and while losing time and materials. Workers like working for Greg because he is right there with them and on the boat, not in an office. Your job can go much more quickly when he pulls together his 42 plus years of experienced, his drawings, checkbook in back pocket and teams of skilled craftsmen with little overhead or middle management. Take pride in knowing you can't get it done cheaper than his boatyard and just do it. The envelope of good science and practical boat repair is in front of you.

Greg and his contractors have become very dependable for everyone and anyone who can communicate their needs. It helps him stay on top of the real cost issues by talking it out with you. Don't get the lowest number stuck in your head. If Greg happens to mentioned a number and he hasn't seen your boat or done a full discovery, first glance always seems like less work and time than it actually will be. When things get tough in Grege's yard, he works a little harder and thinks a little longer until he simply outworks and out smarts the competition. He has zero debt and has always been under funded compared to the marine groups out there. If the competition were to work as hard as Greg does, they could beat him but they don't.

Boat Yard SD has plenty of boats with problems. We don't need to make problems up. Engineering doesn't lie. There are no mystery's in marine work. Once the problem is solved, its always simple. But its not easy getting to simple.

Greg is ready to build his first yacht all under his own yard and his own name. He has the capitol, the talent pool and tooling to handle your dream yacht build assignment. Greg has an extensive family of newly built or remodeled boats he did over the years but new yacht builds were always for another principal. Greg says he needs your boat building business. He wants it, he will earn it.

BYSD also buys their own large salvage vessels. Some right off the bottom of the ocean. Call us if you see something. Sometimes awesome boats get so bad due to lack of maintenance or maybe an engine bowing up multiple times, sometimes it takes a sinking to allocate enough budget to fully bring a boat back to like new again. Sad but true. Else it's much easier to build a complete new yacht than to fully restore one.

Come by the boat yard and meet the staff. You'll will see large quantities of specialized machinery, equipment and men at work.