

How Did Rose Marine Service Come About?

by Ron D Sharp / Originally Appeared in the March 2011 issue of Walleye World

I was wondering how Rose Marine Service (RMS) started. So I asked Bill Rose Sr. and Bill Rose Jr., both active members in L.S.C.W.A., about the origins of Rose Marine Service. Bill Sr. started the business in 1997. Prior to Bill going into his own operation, Bill worked in several different positions in the marine industry starting at the age of 18. Bill Sr. worked at Modern Boats and Motors, Michigan Marine Sports Center, Len's Service at Jefferson Beach Marina, and as a marine special claims adjuster for Citizens Insurance Company. He is still highly respected in the insurance industry. Last year I had a claim on one of my boats. The insurance adjuster told me, "I'll need to talk with Bill Rose to determine the claim."

In the beginning, RMS started as a mobile repair service. In 1998, Bill purchased his current sales office, which also provides space for the parts department, and service department. Bill Sr. was the only employee at the time and he managed all of the day-to-day operations, including service write-ups and all the service work. Soon after moving into the existing sales office building, Bill's wife Kandy, his mother Shirley, and long-time friend and colleague, John Wusk, came onboard to work with Bill as the business started to grow. In the early 2000s the Rose family realized the need for more room. Bill purchased the property across the canal to expand their business.

Over time, Rose Marine Service added a stand alone service and engine repair shop, outside storage, and a 20-ton hoist. They also have summer boat wells, which are located behind their service and engine repair shop, across the canal from the main showroom and business offices.

Bill Rose has built a solid staff of dedicated employees with over 100 years of combined experience in the marine industry. Current employees include Bill Jr., who has earned several Master Technician Certifications and Steve Briarton, long time local marine service technician. Other family members working in the office with Kandy are Mel (sister-in-law), Nicole (daughter), Pete (Nicole's husband), and Grace (Nicole and Pete one year old daughter!). Grace is pretty much in charge of Grandpa Bill and Grandma Kandy. Mike and Jacomb also help Bill Jr. maintain the boat yard.

Rose Marine Service is an authorized dealer for Lund Boats, Manitou Pontoon Boats, Yamaha Outboards, Mercury Outboards, Honda Outboards, Evinrude/BRP Outboards, and Mercruiser Products. Bill Rose has received the BRP E-TEC Platinum Certified, Yamaha Five-Star Certified, and Mercury Platinum Certified dealer designation awards. RMS also has a large inventory of marine parts, oils, hoses, and miscellaneous supplies required to keep your boat in "ship-shape" condition.

Every May, Bill Rose sponsors a Walleye Tournament at the marina in memory of his father, a well known and long-time St. Clair Flats Resident and Sportsman. The L.S.C.W.A. does the weigh-in and this event is a favorite for the seasoned and youth anglers. After the weigh-in Bill and Kandy provide a wonderful Walleye Fish Fry dinner and there is an award ceremony and during the dinner. (see event photos at www.rosemarineservice.com)

You can find RMS at regional boat shows throughout the year including the Spring Boating Expo in Novi in March 17-20. RMS is active in the L.S.C.W.A. organization and they donate an outboard motor for the annual "motor raffle" that helps to fund various club activities.

I would like to thank RMS for all the great help they have given over the years to L.S.C.W.A.. Their contribution has helped our organization provide resources to our members and provide youth outings so we can produce the future "Master Anglers" for tomorrow! So when you are in the area, stop by and say Hi to everyone at Rose Marine Service. And when you need marine service or need to purchase marine supplies, please consider Rose Marine Service!