



New owners front row: Troy Langenderfer and Brent Hopson. Former owner Doug Haskell takes the back seat



Making Waves & Building Memories

A recipe for summer fun includes family, friends, water and a pontoon boat from North Shore Pontoon Center in the Manitou Beach area. New owners Troy Langenderfer and Brent Hopson are enthusiastic about bringing people together to enjoy the lakes in southeast Michigan. The partners purchased the business on April 8, and since then they have been busy selling boats to customers eager to get outside and on the water. Brent said that business has been “outstanding.” “We had 17 boats when we took over the business and we now have five left,” he said.

Both Troy and Brent have longtime connections to the area. Troy is the third generation in his family to have a home on Devils Lake, and Brent moved to Manitou Beach in 2020 but has a family history of cottages on the lake, as well. Although they’ve been in close proximity for their entire lives, they didn’t actually meet each other until 2020’s pandemic caused the demise of their jobs as vice presidents in large corporations.

When North Shore founder Doug Haskell was considering retirement, Troy started to talk to him about his plans. “Brent and I met each other during COVID at the lake last year and we were very similarly aligned, mentally and recreationally, and we had similar friend groups,” said Troy. He told Brent about the opportunity to take over the pontoon boat business. “I got halfway through my sentence and Brent said, ‘I’m in,’” he recalled.

With experience in leadership, customer service and sales, Brent said he and Troy have the skills to grow the business into the next step. “Doug has done a fantastic job getting it to where it is today, but the strategic mindset that Troy and I have means, the sky is the limit for us. It’s always been an aspiration to be our own bosses, own our own company, and now it’s a reality,” he said.

Family and community are important aspects of both Troy and Brent’s involvement in the lakes. Last year they started a tradition with others on Devils Lake to ride jet-skis every Saturday

and Sunday morning, wearing costumes related to various holidays, and Troy has lake neighbors over every Friday night for gatherings. “Living up here in the community, there’s a level of satisfaction of being on the water, being on boats, jet-skiing, and living in this small community,” said Brent. “We’re here to help people reach their goals of ownership of a boat. We support all of the community businesses, the restaurants, the bars, and being part of the community here.”

Troy said that growing up on the water has brought him insights about the pontoon boat business and what it can do for people. “It sounds pretty cheesy, but it’s ‘making waves and building memories,’” he said. “We’re out on the water, and everything to do is around family, fun and memories. I think COVID really gave people an awakening to reconnecting with what’s important in their lives, and I think that being out on the water and spending time together with the family is core to that.

North Shore Pontoon Center is one of the most successful Avalon/Tahoe dealers in the United States and offers sales, service, shrink wrap and indoor and outdoor storage, pontoon restoration, winterization, in-house canvas and upholstery work, and pickup and delivery. They offer fully customized Bay Harbor pontoon boats, as well.

**Showroom: 17075 U.S. 223, Addison
517.547.8877**

**Service: 3985 Muson Hwy, Hudson
517.448.2388**

nshoremarine.com



North Shore



PONTOON CENTER

517-547-8877

Avalon | Tahoe
LUXURY PONTOONS

New Co-owners
Troy Langenderfer
and Brent Hopson

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