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Spring Issue | March 2019

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the **VOICE**  
marinemarketersofamerica.org



**Marine Marketers**  
*of America*

## Marine Marketers of America

Marine Marketers of America is THE exclusive association for those employed marketers working in the marine association.



### 2018 Neptune Awards Winners



Marine Marketers of America is very proud to announce the winners of its **2018 Neptune Awards competition** ! Check out the video and the winners listing! Congrats to all of our winners and thanks to all 50 judges from across the industry who participated in the process!

**WINNERS 2018**



## Michael Sciulla Farewell

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Marine Marketers of America was proud to present its inaugural Leadership Award to **Michael Sciulla**, our long-term association vice president and industry marketer, on his retirement. Board member Romina Bompani interviewed Mike to discuss his 40 years of industry leadership and his vision for the future. Check it out!

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## Creating Better Synergy: Marketers and the C Suite

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MMA President and 20-year Soundings Trade Only Marketing Columnist **Wanda Kenton Smith** addresses a topic she believes is critical for marine industry marketers: how to speak and communicate so the C-Suite will listen! Her column includes great insight from Marcus Sheridan and NMMA Chief Thom Damrlich. Next month, her column trades places and focuses in on how the C-Suite can best harness the power of the marketing team. A MUST READ!

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## How Digital Marketing Will Change in 2019

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Our favorite curated content this month shared with permission by author **Neil Patel**.

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### ADA Website Compliance Issues Recently Raised

It has been brought to the attention of Marine Marketers that there has been recent legal activities involving a mix of boat manufacturers and retailers regarding website compliance to ADA guidelines.



There has been no official industry response to this issue to date, but MMA wanted to share some information we have found regarding ADA compliance that should be carefully reviewed by industry marketers.

We will keep you posted if there is any official industry response to this situation and ask that you do the same.

Please send any information to [marinemarketersofamerica@gmail.com](mailto:marinemarketersofamerica@gmail.com)

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### MMA Job Bank Launched

We often have companies inquiring about qualified marketers to fill positions, as well as marketers seeking new opportunities. MMA has created a job bank for industry to list available opportunities.

This is a free service.  
If your company would like to list a job, please click the link below.



[POST A JOB](#)

### **MMA Mourns Loss of Lifetime Industry Marketer Gordon Houser**

One of the earliest and most outstanding marine marketing pioneers, Gordon Houser, passed away.

Article reprinted courtesy of Soundings Trade Only, written by longtime friend and marketing colleague Bob Black.



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# From the Helm

A message from **Wanda Kenton Smith**,  
President Marine Marketers of America

I just wanted to personally take a moment to thank some folks for their contributions to this year's highly successful Neptune Awards, which is covered in this issue pretty extensively...

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## ***GET INVOLVED*** **SHARE YOUR NEWS!**

As part of THE VOICE we would love to share industry news from our marketing members! Recent promotion? New job? Won an award? Launching a new initiative?

Email us your info for our next newsletter!

**EMAIL US YOUR NEWS**

## MMA OFFICERS & BOARD OF DIRECTORS



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**NEW MEMBERS CALL**

Marine Marketers of America is the voice for Marine Marketers and hosts a variety of programs to benefit our members. Individual and corporate memberships are available.

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