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Spring Issue | April 2020

the **VOICE**  
marinemarketersofamerica.org



**Marine Marketers**  
*of America*

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



## From the Helm

Dear Friends and Colleagues,

What a tailspin for our industry and the world since the onslaught of coronavirus. I truly hope you and your family members are all healthy and safe, and prayerful your job and business stay afloat during these challenging times.

Over the past few weeks, I've spoken with several marine marketing colleagues about coronavirus marketing strategies. I published my recommendations in the April 10 issue of *Soundings Trade Today*, which is also scheduled to run in the

April issue. We've included it in The Voice and I welcome you to share it with your colleagues. I hope it provides sound insight and advice you can draw on and apply to your marketing activities.

In addition, if you have strategies or suggestions you'd like to share, please feel free to email me directly and I am happy to share with our membership. One of the benefits of this association is the opportunity share best practices and to network with one another. I can't think of a better time than now to throw out the lifelines as we all seek ways to navigate and set a course that will allow us to emerge in a position of strength when this is behind us. Love to produce a special edition of The Voice to include any great ideas you might offer.

One thing is for sure... when we all come up for air... we're all going to be ready to enjoy life again. I'm confident we'll see a pent-up demand as our customers will be so ready to throttle forward and get on the water.

Hang in there!

Best,  
 Wanda Kenton Smith

President, Marine Marketers of America  
[wanda@kentonsmithmarketing.com](mailto:wanda@kentonsmithmarketing.com)

## CONGRATULATIONS NEPTUNE WINNERS



At the Miami International Boat Show, Marine Marketers of America announced winners of its 2019 national Neptune Awards recognizing the best marine marketing in North America!

In addition, we were pleased to present two very special recognitions to two individuals including long-time MMA Board Member Greg Proteau of Boating Writers International for his years of outstanding association service and board contributions, and to former NMMA CMO Carl Blackwell for his stellar work and marketing leadership with the national Discover Boating Campaign.



While our Neptunes have enjoyed extensive media coverage in the marine trades, we wanted to share the results in our newsletter, along with some great pix from the event that was held in conjunction with Boating Writers International's annual writing awards.

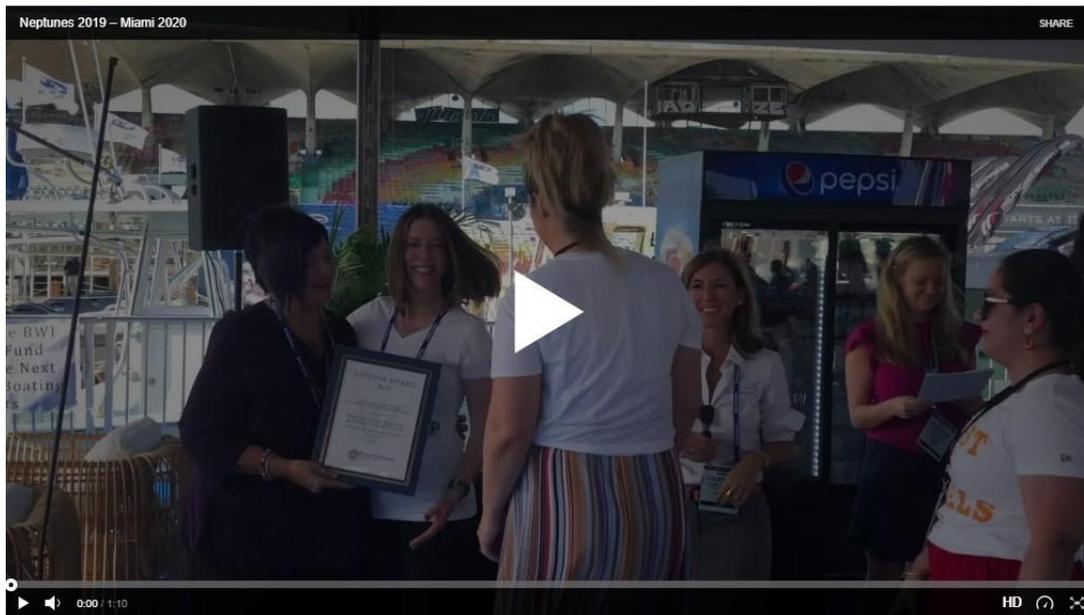
Special thanks and recognition to our co-chairs **Sally Helme of Bonnier Marine Group** and **Kristen Frohnhoefer of Sea Tow International** for their excellent leadership and organizational activities, along with committee including **Christine Carlson of Volvo Penta**, **Jim Rhodes of Rhodes Communications**, **Courtney Chalmers of Boats Group**, **Matt Kuka of Legendary Marine**, and the 50+ judges from throughout the industry who contributed to this effort. *Bravo, all!*

Also, very special recognition and thanks to our Neptune Award event sponsor and raffle prize contributor, **KICKER Marine Audio**, including Jeremy Bale, national brand manager, for contributions to this year's event.

And now... Drum roll and BIG Congrats to our 2019 Neptune Awards category winners and honorable mentions for your great achievement!

For more information about the Neptune awards and additional images, visit  
<https://marinemarketersofamerica.org/neptune-awards>





Video courtesy of Romina Bompani

## WINNERS

**MERCURY MARINE**  
ADVERTISING SERIES

ADVERTORIAL ADVERTISING

**VOLVO PENTA**  
ADVERTISING SINGLE / SPREAD

BEST VIDEO - SINGLE

**BRP / SEA-DOO**  
B2B MARKETING

PUBLIC RELATIONS

**EVINRUDE**  
DIVERSITY INITIATIVES

**HATTERAS YACHTS**  
EVENT MARKETING /  
GRASSROOTS PROMOTION

**MALIBU BOATS**  
EMAIL MARKETING

SOCIAL MEDIA

PRODUCT LITERATURE

**RECREATIONAL BOATING &  
FISHING FOUNDATION**  
MARKETING INNOVATION

KING NEPTUNE AWARD 2019

**NAUTIQUE BOAT COMPANY**  
INTEGRATED MARKETING

**INTERNATIONAL YACHT  
BROKERS ASSOCIATION**  
NEWSLETTER PRINT & DIGITAL

**BOSTON WHALER**  
ONLINE ADVERTISING

**ATLANTIC CRUISING YACHTS**  
REGIONAL LOCAL MARKETING

**MARINEMAX**  
SALES PROMOTION

**MARQUIS YACHTS**  
BEST VIDEO - SERIES

**SEAKEEPER**  
BEST WEBSITE

## HONORABLE MENTIONS

**GRADY WHITE**  
ADVERTISING SERIES

**PAUL MANN CUSTOM BOATS**  
ADVERTISING SINGLE / SPREAD

**SEA TOW**  
B2B MARKETING

NEWSLETTER PRINT/DIGITAL

**MRAA**

**YAMAHA**  
INNOVATION

**REGULATOR**  
INTEGRATED MARKETING

PRODUCT LITERATURE

**EMERALD COAST MARINE**  
REGIONAL MARKETING

**SEA RAY BOATS**

**REGAL BOATS**  
VIDEO SINGLE

**MERCURY MARINE**  
VIDEO SERIES

**NAUTIQUE BOATS**  
WEBSITE

EVENT MARKETING /  
GRASSROOTS PROMOTION

SOCIAL MEDIA

## MEMBER NEWS

### MarineMax Creates New Customer Experience Platform, Led by Boatyard Founder Nathan Heber

MarineMax recently announced the acquisition of pioneering Boatyard digital platform to transform the boating customer experience, creating a new way for boat owners to enjoy their passion, wherever and whenever they want. Built around the Boatyard acquisition, the new MarineMax Customer Experience Platform will be led by Boatyard Founder and CEO Nathan Heber, who will become President of Boatyard at MarineMax.

[\[READ MORE\]](#)

### Offshore Sailing School Launches #DocksideChatswithSteve on Social Media Channels

Offshore Sailing School founders Steve and Doris Colgate are producing self-made #DocksideChatswithSteve from their home on the Caloosahatchee River in Southwest Florida, for a little sailing-oriented entertainment to those who may also be homebound during the COVID-19 crisis. These short vignettes are based on the couple's sailing experiences over the past 56 years of owning and operating Offshore Sailing School. Based in Fort Myers, Fla.,

[\[READ MORE\]](#)

## PROFESSIONAL DEVELOPMENT



### Marine Marketing in a Coronavirus World

Wanda Kenton Smith, President, Marine Marketers of America  
Courtesy of Soundings Trade Only

What appeared to be a promising year based on early season boat show attendance, orders and consumer confidence came to a crashing slide in many parts of the world with the advent and rapid spread of Coronavirus.

In today's Coronavirus environment, we've all had to learn and adapt to new vernacular including "social distancing" and "shelter-in place" among others. Many of us have moved from daily commutes to the workplace to now operating within home-based epicenters. The art and science of communication has radically shifted gears and we're all struggling to navigate with new rules, boundaries and protocols. [\[READ MORE\]](#)

## 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](#)

## Welcome New & Returning Members

Dana Koman  
TACO Marine

Timothy McKercher  
LOOK Marketing

Zoe Munyon  
TACO Marine

Mark Wyrick  
Brunswick

Mike Kushner  
TACO Marine

Andrea Jansen  
Mercury Marine

Mike Davin  
MRAA

Sam Handy  
Siren Marine

Mickaela Hillersen  
MRAA

Margriet Mitchell  
Jeanneau America

Katie Eichelberger  
MRAA

Emily Coffman  
Igoe Creative

Sara Moore  
Sea Ray

Andrea Topper  
Malco Products Inc

Shelby Kirby  
Sea Ray

Kelsey Albina  
Seakeeper

Sara Fahy  
Sea Ray

Maggie Meredith  
Seakeeper

Bobby Layden  
Regulator Marine

Mayli Curran  
Seakeeper

Keith Ammons  
Regulator Marine

Jim Emmons  
Water Sports Foundation Inc

Christopher Balogh  
EdgeWater Boats

Louisa Beckett  
Turnkey Communications & PR, Inc

Martin Meissner  
ZF Marine Propulsion Systems Miramar, LLC

## MMA OFFICERS & BOARD OF DIRECTORS



**PRESIDENT**  
**Wanda Kenton Smith**  
Kenton Smith Marketing



**VICE-PRESIDENT**  
**Sally Helme**  
Bonnier Corporation



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**Louisa Beckett**  
Turnkey  
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**Courtney Chalmers**  
Boats One Group



**Traci Davis**  
Boston Whaler



**Kristen  
Frohnhoefer**  
Sea Tow Services  
International Inc.



**Abbey Heimensen**  
MarineMax



**Mark Kellum**  
Acumen Creative  
& Marketing



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**Mary Strauss**  
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**Christine Carlson**  
Volvo Penta



**Margriet Mitchell**  
Jeanneau America



**Victor Gonzalez**  
Sportsman Boats



**Alisdair Martin**  
TRMG LLP



**Sander Rosen**  
NMMA

**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.

**BECOME A MEMBER**

[marinemarketersofamerica.org](http://marinemarketersofamerica.org)

[CONTACT US](#)

