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the **VOICE**

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

**Marine Marketers**  
*of America*

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



## Marketing to HNWI

*Record Crowd Attends MMA Lunch to learn from Luxury Marketing Expert Chris Ramey*

What better place to talk about engaging and marketing to individuals with high net worth than the Fort Lauderdale International Boat Show? Miles of docks were glittered with majestic mega yachts. Affluent people attended the show from virtually all parts of the world. There is perhaps no grander gathering spot of the boating elite within North America than FLIBS.

The Marine Marketers of America hosted luxury marketing expert Christopher P. Ramey of Affluent Insights and The Home Trust International as the keynote speaker for a membership luncheon. His presentation, "The Eight Laws of Marketing to High Net Worth Individuals," revealed a mix of insights and strategies. [\[Read More\] Editorial Courtesy Soundings Trade Only](#)



## Neptune Awards Now Open!

Marine Marketers of America is now accepting entries for the 2019 Neptune Awards competition, the most prestigious recognition program for marine marketers in North America.

The annual contest, now in its 12th year, is open to any company or organization producing and publishing marine industry marketing work between Jan. 1 and Dec. 31, 2019. Entries will be accepted through Jan. 13. The awards will be presented at the Miami International Boat Show in February 2020.

Beautiful crystal Neptune awards will be presented in 20 categories, covering all areas of marketing, from national and regional magazine and digital ads and newsletters to video, product literature, PR, marketing innovation and diversity initiatives. In addition, a best-in-show "King Neptune" will be awarded to the top entry among all categories. The submissions will be scored by panels of independent judges following established criteria. [\[Read More\]](#) [\[Press Release\]](#)

## Welcome New Board Members



**Sander Rosen**  
Director of Consumer  
Marketing  
NMMA



**Christine Carlson**  
Marketing  
Communications Mgr  
Volvo Penta



**Margriet Mitchell**  
Marketing Director  
*Prestige and Jeanneau*



**Victor Gonzalez**  
Director of Marketing  
*Sportsman Boats*



**Alisdair Martin**  
CEO  
*TRMG*

Board members serve a three-year term and are catalyst for the continued growth and success of the MMA. All board members are volunteers and serve on one of five committees as either a chair or member. Full bios are listed on the website. [\[Click Here\]](#)

## Get Involved in YOUR Association!

Newly established task force/committees have been established for 2020 and we want YOU to get involved! Committees include Special Events, Membership Outreach, Neptune Awards, Communications, and Professional Development.

If you are interested in getting more involved in MMA as a committee member or as future board member, please reach out to any task force chair below. You will gain as much as you give!

### 2020 Task Force Chairs

#### Neptune Awards

[Sally Helme](#) / [Kristen Frohnhoefer](#)

#### Special Events/Socials

[Alisdair Martin](#)

#### Professional Development/Education

[Wanda Kenton Smith](#)

#### Communications

PR - [Jim Rhodes](#)

The Voice Newsletter - [Mary Strauss](#)

Website - [Romina Bompani](#)

#### Membership Outreach

[Louisa Rudeen](#)

**Outgoing NMMA President Thom  
Dammrich Presented with Special Neptune**



## Leadership Award

Outgoing NMMA President Dr. Thomas Dammrich was presented with the special "Marketer of Excellence" Neptune Award by Marine Marketers of America at the third annual Grow Boating Marketing Summit at the Grow Boating Marketing Summit held at IBEX in Tampa, FL.

Dammrich received a standing ovation from the crowd of 200 marine marketers in attendance.

[\[Read More\]](#)

MMA was pleased to serve as a sponsor of the third annual Grow Boating Marketing Summit. If you

missed this year's educational jamfest, [click to access all the outstanding content from the full day agenda featuring outstanding speakers!](#)

## Member News

### Congratulations to Regal Boats on 50<sup>th</sup> Anniversary!

Regal Boats of Orlando, FL launched its 50<sup>th</sup> anniversary celebration with an international dealer meeting at the Ocean Reef Club, followed by a VIP invitation-only press event at the company's Orlando, FL World Headquarters.

Most recently, the company hosted an employee party at an offsite resort facility for its Regal Team members and their families. [\[Read More\]](#)

### Sea Tow Foundation Announces Inaugural Winners of "National Boating Industry Safety Awards"

The Sea Tow Foundation recently announced winners of its inaugural **National Boating Industry Safety Awards** at the Elevate Summit in Orlando. The awards were sponsored and judged by the newly established National Sober Skipper Advisory Council and funded through a grant from the Sport Fish Restoration & Boating Trust Fund which is administered by the U.S. Coast Guard. They were established to recognize the best boating safety work in the for-profit sector of the recreational marine marketplace occurring within the United States. [\[Read More\]](#)

### Teakdecking Systems Announces New Partnership with The Nature Conservancy

Teakdecking Systems (TDS), the world's premier manufacturer of teak decking has launched a campaign to conserve Myanmar's biological and cultural assets, and to restore forests, by donating \$50,000 to The Nature Conservancy.

TDS is committed to increasing awareness of this important campaign to colleagues and customers in the marine market and is facilitating methods for donation to supporters of this important and necessary effort in Myanmar. [\[Read More\]](#)

### Kenton Smith & DeMartini win Kicker Marine Audio Marketing Account

MMA members **Marilyn DeMartini** of PR Power and **Wanda Kenton Smith** of Kenton Smith Marketing jointly pitched and recently won the national **Kicker Marine Audio** marketing account.

The twosome are actively engaged in marketing/media consulting, brand initiatives, PR, promotions, partnerships/sponsorship and content development. [\[Read More\]](#)

### MarineMax Online Boat Shows Continue to Produce Results

In December 2018, MarineMax tried something new. The event was called "Virtual Yacht Expo," but there wasn't a single yacht on display. Instead, an online platform was designed to "display"

yachts from across the country. Anyone anywhere could log in any time and visit the Virtual Yacht Expo. [\[Read More\]](#)

## **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**

## **Member Columns**



### **The Most Important Page on Your Website**

Victor Gonzalez, Director of Marketing  
Sportsman Boats

Do you know, on average, how many visitors you get to your homepage a month? It is no secret that the homepage is the one of the highest trafficked page of your site. But yet so often, examples pop up of underutilized real estate or outdated content being shown. So, what separates a great homepage from an "ok" one? While difficult to say what it should be exactly in your particular segment of the business, there are some guidelines that should be considered. [\[Read More\]](#)

## **Welcome New Members**

Alisdair Martin  
TRMG LLP

Sam Bisset  
Ranger Tugs & Cutwater Boats

Stephanie Vanslyke  
Venture Trailers

James Dunstan  
Midcoast Studio

Jon Scott Smith  
Formula Boats

Vicki Norman  
Digital Throttle

Rene Moore  
Seabring Marine Ind. Inc

Michael Cline  
Cline / Hirooka Corp

Sally Doleski  
Ocean Alexander

Charles Smith  
Malibu Boats

Robin Anderson  
Stealth Marketing

Barrett Canfield  
South Coast Yachts

Sean Fetter  
Teakdecking Systems Inc

Karen Ross  
Teakdecking Systems Inc

Richard Strauss  
Teakdecking Systems Inc

Janet Granger  
Digital Influence Marketing  
Strategy

## **MMA OFFICERS & BOARD OF DIRECTORS**





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**Wanda Kenton Smith**  
Kenton Smith Marketing

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

**SECRETARY**  
**Romina Bompani**  
RB Yacht Marketing



**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



**Greg Proteau**  
Boating Writers  
International



**Jim Rhodes**  
Rhodes  
Communications



**Mary Strauss**  
Galati Yachts



**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)

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