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Summer Issue | June 2019

the VOICE

marinemarketersofamerica.org



**Marine Marketers
of America**

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

Dear Marine Marketers,

All of us at Marine Marketers of America hope you are having an awesome summer, with plenty of time to work in some boating fun! Check out the latest edition of The Voice!

We welcome your news and submissions for the next issue! Please email any updates to [Mary Strauss](#).

SAVE THE DATE 2019 Grow Boating Summit at IBEX

TAMPA, FL USA

gb
GROW BOATING

IBEX
POWERED BY METSTRADE



The 3rd annual Grow Boating Marketing Summit presents a full-day of learning with content curated especially for the recreational boating marketer. Featured speakers include: Mari Smith- , Heather Lutz, Marcus Sheridan, Jack Ellis and more.

The Grow Boating Marketing Summit is a 'Special Event' offered at the IBEX Show. Registering as an attendee of IBEX is a necessary step in purchasing your seat for the Summit. Begin your registration here: <https://www.ibexshow.com/register/>

Lunch provided, networking reception to follow.

Sponsors: IBEX, Marine Accessory and Component Division of NMMA, Marine Marketers of America

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Grow Boating Findability University with Heather Lutz

To help marine industry businesses develop a findability and SEO plan able to drive results and boost their bottom line, Grow Boating created a series of free webinars in partnership with Heather Lutz of Findability University.

Click the image or link below to watch the recordings of the three webinars.

[Click here to Watch the Archived Webinars](#)

Grow Boating presents
**FINDABILITY UNIVERSITY:
 How to Connect
 with your Customers Online**
 FREE three-part webinar series
 April 3, 2019 | April 17, 2019 | May 1, 2019
 1pm-3pm CST

Presented by:
Heather Lutz,
 Dean and Founder of
 Findability University

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Marketing Columns





Digital is the Active Ingredient in CX

STEPHEN MARSHALL explains on his new column how a solid digital foundation will transform customer experience levels

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How Reliable Is The Google Mobile Site Speed Test?

Google PageSpeed Insights is a frustrating handy tool that analyzes your site's front-end performance and offers optimization suggestions.

It scores your site from 0 to 100 points, with a score of 85 or above indicating a page is performing well. Author: Ryan Kemp

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C-Suite Strategies to Empower Your Team

Last month, I shared four strategies to help marketers better solicit, communicate and create positive synergy with members of the C-Suite.

This month, I'll turn the tables to encourage C-Suite executives to invest the time to listen and learn about marketing opportunities while engaging, motivating and empowering their teams so they are enabled and equipped to perform...

Wanda Kenton Smith
Kenton Smith Marketing

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Member News

Galati Yacht Sales Announces New Hires in Corporate Marketing

Mary Strauss, *Galati Yachts*

Galati Yacht Sales announces the addition of two new team members to the corporate marketing department.

Vanessa Torres was hired as a content writer and will focus on content for online audiences. Vanessa has experience marketing high-end properties which translates well to Galati's luxury product lines.

Max Disselkoen joined Galati Yacht Sales as a full-time videographer. Max recently graduated from the University of North Florida with a degree in Multimedia Journalism & Production.

MarineMax Kids in Boating Class Benefits the AustinBlu Foundation

Abbey Heimensen, *MarineMax*

On Saturday, April 13, 2019, MarineMax Miami partnered with The AustinBlu Foundation, as well as the Coast Guard Auxiliary, who brought Sammy the Otter (their mascot) along, to host a Kids in Boating Class for kids ages 4-12 years old. The event took place at MarineMax Miami and was a huge success, with over 35 class participants. The day of learning wrapped up with a visit from a local ice cream truck.

Formed in 2015 in the wake of a tragedy involving two young boaters from Jupiter, Florida, The AustinBlu Foundation strives to make recreational boating and water sports safer for all to enjoy. The foundation's mission is to make available to boaters of all ages the tools and technology which can help prevent near-shore and offshore boating accidents and improve the chances for survival and recovery.

"We choose to partner with The AustinBlu Foundation to help their mission and to continue to raise awareness about the importance of boating safety" says Christian Gonzalez, MarineMax Miami General Manager. "This was an unfortunate situation that we hope to prevent from happening in the future. To ensure that young boaters feel confident in their roles as honorary first mates, MarineMax offers Kids in Boating classes, specially designed to take a fun and educational approach to learning the rules of the water. Being able to give back to the community, while doing what we love was truly a blessing."

WSF Releases Two New Campaigns

Jim Emmons, *Water Sports Foundation*

The Water Sports Foundation (WSF) has been a 501(c)3 non-profit U.S. Coast Guard recreational boating safety partner since 2011 managing more than \$6.1 million in boating safety outreach projects. WSF is currently managing six boating/paddling outreach projects worth \$940,000.

For 2019, there are two new native content (sponsored) campaigns.

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Prospec Electronics wins Top Products Award of 2019 from Boating Industry magazine

by Josh Berry, *Prospec Electronics*

Drawing upon its success in the automotive market, Infinity by Harman from Prospec Electronics brings engineered acoustics to the marine world. Its all-new RGB Kappa 8" three-way marine speaker is designed to split the soundstage in two, upper and lower, producing an acoustical quality unlike anything else available.

On a typical boat, speakers are at knee level or lower. The Infinity by Harman Kappa 8" three-way RGB speaker overcomes this limitation with unique flexibility. Its 3.5" mid tweeter is removable. Installed in an elevated location, it places the mid and higher frequencies closer to ear level, raising the entire soundstage. What remains at the ankles is an 8" subwoofer. The combination boasts 200W RMS, 500W peak of power, and a rich, impressive audio experience.

Boaterz n Bikerz of America Hosts Hull of a Tour 5



A group of boating industry executives and their sponsored friends from eight states joined together for the fifth Boaterz n Bikerz of America: Hull of a Tour 5, "The Dragon's Roar," a weeklong epic adventure that celebrates the best of boating and motorcycling and the recreational outdoor lifestyle.

Staged this year in the Smokey Mountains with base-camp at the Iron Horse Motorcycle Lodge and Resort in Robbinsville, NC, the event brought together 36 participants and 24 motorcycles for a series of thrilling bike and boat rides in the tri-state region of North Carolina, Tennessee and Georgia.

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MMA Job Bank

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](#)

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](#)

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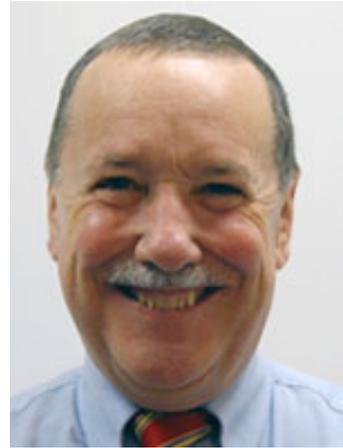


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NEW MEMBERS CALL

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.

BECOME A MEMBER

marinemarketersofamerica.org

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