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May 2016



From the President



Greetings!

Memorial Day serves as the big kick off of the boating season. I hope Summer is heating up for you and your boating-related business! The news so far this year from multiple segments of the industry has been encouraging in regards to boating activity and sales. I know our business with Freedom Boat Club has witnessed record-breaking months already this year. Let's hope for great things this season for all!

I'm working on my next marketing column for Soundings Trade Only and will share my experience at the American Boating Congress earlier this month. I was totally blown away! Having been a member of the marine industry since 1980, I have to admit, my first experience at ABC was extremely gratifying. It's not at all what I expected, but that is a good thing! More to come next month!

And speaking of columns, please find a link from my fellow columnist Michael Sciulla's latest column about the benefits of collaboration. I appreciated his focus on Marine Marketers as the example. Please read it and join in the discussion!



In other news, we are looking for a new board member! We all very much appreciate the years of hard work and effort and the many untold contributions of Cindy Pechous, formerly of the NMMA, who served not only as our secretary/treasurer, but also as the co-chair of our Neptune Awards. She was a major contributor and worked tirelessly for the good of marketers everywhere. Cindy is presently searching for new opportunities in the Midwest and we wish her great success and hope like heck she stays in the marine industry so we

can welcome her back to the fold with open arms!

And if you haven't joined MMA yet, c'mon on board! As you'll see from Michael's column, there are plenty of great reasons to be involved in the only marine industry group exclusively for marketers.

Hope to see you on the water this season!

Best,

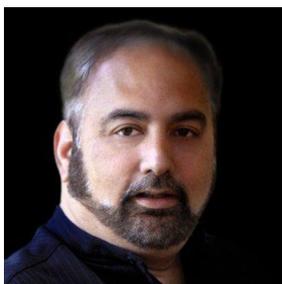


Wanda Kenton Smith

President, Marine Marketers of America

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In the News!



[Click Here to read](#) the latest marketing column by Marine Marketers of America Vice President Michael Sciulla with a focus on MMA and how it benefits its members!

Note also his opinion and that of others regarding the need for younger marketers to get involved...

Please pass this column link along to anyone you think would benefit from being part of the industry's only association for marine marketers.

Board Position Available

Marine Marketers of America is seeking to fill an available two-year board position. Board commitments require attendance at two major boat show meetings - Ft. Lauderdale and Miami, along with occasional teleconferences and active engagement in a committee assignment.

Here's an opportunity to step up and become an integral part of the boating industry and to have a voice in the future of marine marketing!

Interested parties [email MMA President Wanda Kenton Smith](#) and include a resume or brief summary of their marine industry experience.

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