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**Marine Marketers**  
*of America*

## Join Us for the Marine Marketers of America FLIBs Annual Meeting, Member Mixer & Experts Marketing Panel!

**DATE:**

Thursday, November 1, 2018

**TIME :**

12 – 1:30 PM / LUNCH MEETING

**PLACE:**

Bahia Mar Resort, Staterooms A &amp; B

**COST:**

\$35 Buffet Lunch

Join professional marketing colleagues and industry leaders at the 2018 Marine marketers of America General Members meeting during the Ft. Lauderdale International Boat Show!

It's a great opportunity to meet new marketers... rub elbows with top industry movers and shakers... and learn exciting new marketing strategies from our Experts Marketing Panel!

**RSVP/ADVANCE  
RESERVATIONS  
REQUIRED:**

[Click Here to E-Mail RSVP names of attendees](#)

Payment must be made in advance to secure reservation

[Click Here - MMA FLIBS 2018 to pay via PayPal](#)

## Special Marketing Trends Program & Experts Marketing Panel!

### “Why CX Should Be Your Marketing RX”

Major marketing organizations have identified CX as the single most important marketing priority in 2018

If you aren't up to speed on what CX is all about and why it is critical for your business success, you'll want to learn proven strategies and

best practices from our Experts Marketing Panel!

Meet Our Experts Marketing Panel



**Matt Gruhn**  
*President*  
Marine Retailers  
Association of the Americas



**Margriet Mitchell**  
*Director of Marketing*  
Jeanneau America  
Prestige Yachts



**Amanda Ward**  
*Campaign &  
Web Content Manager*  
MarineMax



**Lee Sanderlin**  
*Director of Digital  
Marketing & Web*  
National Marine  
Manufacturers Association



**Wanda Kenton Smith**  
**Panel Facilitator**  
*President*  
Kenton Smith Marketing  
*President*  
Marine Marketers of America  
*Marketing Columnist*  
Soundings Trade Only



**Special Thanks to Our MMA Special Event Partners!**



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