

SHARE:

[Join Our Email List](#)

March 2016

*From the Helm*by Wanda Kenton Smith
President MMA

For those of you who attended the Miami International Boat Show this year, wow - what a change! After attending this show for more than 30 years, it was such a big surprise to walk the new space and check out all the enhancements. I loved especially having the docks on the same site as the exhibit space and being surrounded by water... it's a beautiful site. **Congrats to the NMMA Show Team and staff for all the hard work involved in this herculean effort.** While there are still tweaks to be made for improvement - mainly on the transportation side - I personally felt it was an awesome new venue with great potential. I'd also like to personally recognize a good friend to Marine



on this prestigious platform.

While addressing the Neptune Awards, I want to personally thank our **Chief Judge and Co-Chair Sally Helme** for the

awesome job she did in coordinating this year's field of entries. No one knows or appreciates the level of work required to get this job done, and Sally has done it for many years and always with a smile. Thanks to **co-chair Cindy Pechous** for coordinating our event with the NMMA team and getting the certificates handled. Thanks also to the **24 judges from throughout the industry** who participated in the process and helped us choose a great slate of deserving winners (see separate press release link). Hope you'll be involved in the judging or entering your own work for the next contest!

Rhodes Communication, David Pilvelait of Home Port Marketing, Kevin Falvey of Boating Magazine, Marilyn Mower of Showboats Magazine and Bill Sisson of Soundings/Soundings Trade Only. Special thanks also to **Courtney Redd Chalmers of Dominion Marine Media** and **Kristen Froehnhoefer of Sea Tow** for co-sponsoring the **MMA raffle giveaway** featuring an **Apple Watch** which was won by **marine photographer Shaw McCutcheon.**

I'd like to welcome all of our **new members** who have joined since the end of last year! I want to officially welcome you to "your" association, the voice of Marine Marketers in North America. We'd love to see you get involved so please let me know your area of interest and how I can assist

Marketers and to many of us in the industry - **Cathy Ricks-Joule** - who has managed the Miami Show for as many years as I can remember. Cathy's retirement was announced at the show by NMMA's Thom Dammrich. She's been an inspired leader and a fantastic show promoter and she will very much be missed.

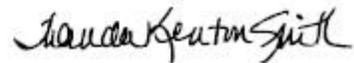
Speaking of Miami, we very much appreciated being able to host two of our association events there. Our **2015 Neptune Awards** were part of the overall Industry **VIP Celebration Breakfast** for the third year. It was awesome to share the stage with other respected awards presentations and to allow the industry's best marine marketers to be recognized

Our second event with a **co-hosted membership meeting with Boating Writers International** that worked very well, sponsored by **Freedom Boat Club, the National Marine Electronics Association and the NMMA**. We shared our Neptune Winners list and BWI hosted its annual BWI Awards program. **MMA VP Mike Sciulla**, who also serves on the board of BWI, coordinated and facilitated an excellent panel presentation involving both marketers/publicists and editors. I've been in the biz 35+ years and I walked away learning new tricks to improve my own trade. It was a fantastic panel and I appreciate all those who shared their expertise - **Jim Rhodes of**

you and connect you with others in the business. We have a link in this issue of the newsletter that will take you to the membership directory. Please check to make sure your name is included... we do have a handful that are being processed from the Neptune entries, and those should be updated soon. If you haven't joined yet, please do!

It's been a busy but very productive few months! Here's to a great new year ... hope to see you at an event this summer!

Warm regards,



Wanda Kenton Smith
President

wanda@kentonsmithmarketing.com



Miami Meeting Photo Gallery

MMA and BWI's joint meeting in Miami featured a great panel presentation along with announcements of both organizations' contest winners! Check out scenes from this event!

[CLICK HERE TO SEE MORE PHOTOS!](#)



Thanks To
Our Miami
Sponsors

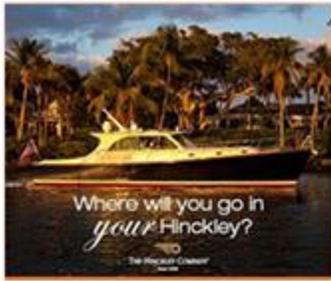


National Marine
Electronics Association



[Eighth Annual Neptune Awards Winners List & Press Release](#)

Eighth Annual Neptune Award Winners



◀ **Best Web Advertising Banner Ads:** Hinckley Yachts, "Where Would You Go in Your Hinckley?"

Best Video: Winner: ▶ Sea-Doo/Look Marketing, "Sea-Doo Taking It to the Next Level"



Best Marketing Innovation: Yamaha Watercraft/ICBM Media, "1-1 Lead Nurture Program and Customer Scoring Model" ▼



◀ **Best Diversity Initiatives:** Recreational Boating & Fishing Foundation/Lopez Negrete Communications, "Vamos a Pescar"



Best National Magazine Advertising (Single Page): ▶

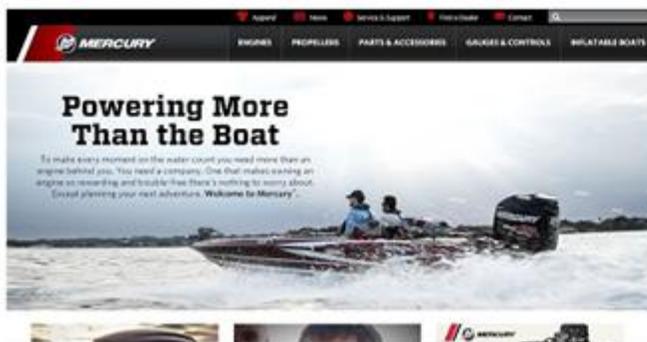
Hell's Bay Boatworks/ Markham Unlimited, "Cheat On the Big Boat"



Best Mobile App: Jester Communications & Dominion Marine Media, "Toucan Touch" ▼



Best Website: Mercury Marine, "New Global Website" ▼



◀ **Best Product Literature:** Mercury Marine, 2015 Product Catalog



Best Email Promo Blast:
Yamaha Watercraft/ICBM Media,
"Lead Entry Email Campaign"

Best Event Marketing
Sales Promo:
Sea Tow International and
the Sea Tow Foundation
Syron Design,
"Designate a
Sober Skipper"

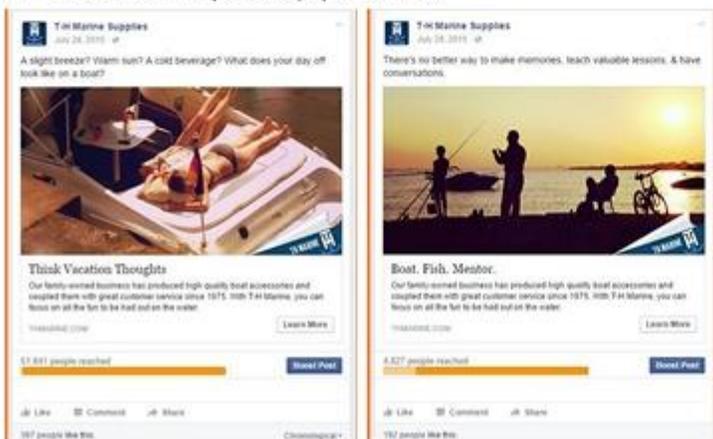


Best Social Media:
Sea-Doo/Look Marketing, "Ultimate Sea-Doo Beach Party"



Best Digital Newsletter:
Hatteras Yachts/ Turnkey
Communications &
Adventure Advertising
"Currents"

Best Web Advertising Native Advertising:
T-H Marine Supplies/Bevelwise,
"Even More Ways to Enjoy the Water"



Welcome New Board Member Louisa Rudeen Beckett



Louisa Beckett started her career as a book editor at Fawcett Books in New York City, acquiring *Dances With Wolves* for publication along with many other titles. In 1988, she switched to the magazine side of the publishing business and has served as editor-in-chief of *Motor Boating*; editor of *ShowBoats International*, editor of *Southern Boating*, executive editor of *Yachting*, and managing editor of *Redbook* during the course of her career. This experience has given Louisa an extensive knowledge of the boating industry from the smallest

personal watercraft to the largest superyacht.

In 2005, Louisa founded Turnkey Communications & Public Relations, Inc, a boutique communications, PR, marketing and advertising firm specializing in yachting, private aviation and luxury travel. Not long after, she was joined in the business by her husband, Gary, who brought the experience he gained as editor of *Soundings Trade Only*, corporate communications director of OMC, and account manager at Barton Gilanelli to the firm.

The slippery slope of 'native advertising' Episode II: The Force (as in FTC) Strikes Back Reprint Courtesy Soundings Trade Only



by Mike Scitulla

Native advertising first sailed into the public consciousness in the summer of 2014, the butt of satire on Comedy Central's "The Daily Show with John Oliver." This past Christmas, the holiday spirit was anything but jolly as the Federal Trade Commission issued do-and-don't guidelines just four days before Dec. 25, signaling that so-called "native ads" that are not properly disclosed could be ruled deceptive advertising.

A review of the "guidelines" reminds me of President Reagan's 1986 warning

that "the nine most terrifying words in the English language are: 'I'm from the government and I'm here to help.'"

For those who have been out to sea for some time, native advertising is a term of art used to describe a practice, especially in digital media, in which content may appear as straightforward editorial, but is, in fact, "sponsored" by an advertiser. Marketers and publishers are increasingly using it as traditional display ad revenues diminish and consumers turn to their mobile [\[Read More\]](#)

Get Involved!

THE VOICE welcomes contributions from our members! If you would like to submit an article or write a guest column pertaining to marketing topics, email to wanda@kentonsmithmarketing.com and be sure to communicate it is for THE VOICE!

Also, we welcome your engagement through our social media channels!



Welcome New 2016 Members

Thanks to all who have renewed their membership or joined the association! We are thrilled to have you aboard! For a current membership list, please [click here!](#)

If your membership is up for renewal or you would like to join, [click here now!](#)

If for any reason you have renewed or joined and don't see your name listed in the directory, please email info@marinemarketersofamerica.org!

We do have several new members who have joined as part of the Neptune Awards and those are currently being processed.

Marine Marketers of America Officers and Board of Directors



PRESIDENT
Wanda Kenton Smith
*Kenton Smith Marketing
Freedom Boat Club*



VICE-PRESIDENT
Michael Sciulla
*Credibility & Company
Communications*



VICE-PRESIDENT
Sally Helme
Bonnier Corporation



SECRETARY/TREASURER
Cindy Pechous
NMMA



BOARD OF DIRECTORS
Courtney Chalmers
Dominion Marine Media



BOARD OF DIRECTORS
Kristen Frohnhoefer
*Sea Tow Services
International Inc.*



BOARD OF DIRECTORS
Mark Kellum
MarineMax



BOARD OF DIRECTORS
Jim Rhodes
Rhodes Communications



BOARD OF DIRECTORS
Josephine Tucci
Tui Marine



BOARD OF DIRECTORS
Greg Proteau
Boating Writers International



BOARD OF DIRECTORS
Traci Davis
Boston Whaler



BOARD OF DIRECTORS
Lousia Beckett
*Turnkey Communications &
Public Relations, Inc*



UPDATES & EVENTS



PRESS ROOM



JOIN TODAY

