



# Marine Trade NEWS

*The voice of boating in Michigan*

*4th Quarter 2019*

MBIA HOSTS  
michigan waterways caucus

GOVERNOR APPOINTS DIRECTOR  
of office of outdoor recreation industry

BOATING EXPENDITURES  
in MI exceed \$1 billion

MBIA BOAT SHOWS **update**

GRANT FUNDS **cultivate**  
marine workforce at GLBBS

TOP 10 REASONS  
to attend RBEC



# CALENDAR

October 10  
**MBIA Board Meeting**  
Crystal Mountain, Thompsonville

November 8  
**Clean Marina Classroom Live**  
Cedarville, MI

December 3  
**MBIA Board Meeting**  
Lansing

December 4-5  
**Recreational Boating Educational Conference** - Register today at MBIA.org  
Lansing

**JANUARY 18-26 - NEW DATES!**  
**DETROIT BOAT SHOW**  
TCF Center, formerly Cobo Center

# WELCOME new members

**Aqua Marine Deck**  
Buford, GA  
Thomas Matthews  
info@aquamarinedeck.com

**Discount Marine Source**  
New Baltimore, MI  
Chris McLellan  
cmclellan@discountmarinesource.com

**Howe Marine**  
Indian River, MI  
Patti & Robert Murdock  
michiganhowemarine@gmail.com



**Lake Ponemah Marine**  
Fenton, MI  
Andrew Castles  
sales@lakeponemahmarina.com

**Pine Lake Marina**  
Orchard Lake, MI  
Bill Newman  
pinelakemarina@aol.com

## GOVERNOR APPOINTS DIRECTOR of office of outdoor recreation industry

With the establishment of an Outdoor Recreation Advisory Council (ORCA) in 2018 and the Office of Outdoor Recreation Industry in May 2019, Michigan is on track to become a national leader of outdoor recreation.

Recently, Brad Garman, formerly of the Conservation and Emerging Issues of the Michigan Environmental Council was appointed to head this initiative for Michigan. As the Director of the new Michigan Office of Outdoor Recreation Industry, he will work to retain and entice new outdoor/recreation businesses and talent to Michigan.

Patti Smith, VP of Silver Spray Sports in Fenton, Mich., and Chairperson of the Michigan Boating Industries Association sits on the State's Outdoor Recreation Advisory Council and will help represent the boating industry. The Council is responsible for making recommendations to the Office.

"The state of Michigan has so many boating opportunities to offer with the Great Lakes, and more than 11,000 inland lakes," said Smith. "The recreation opportunities in Michigan are endless,

I'm happy to be on the Outdoor Recreation Advisory Council to represent boating, a big business in Michigan with a large economic impact of \$7.8 billion each year."

According to a recent study by the Outdoor Industry Association, outdoor recreation generates \$26.6 billion in consumer spending in Michigan each year. Sixty-three percent of Michigan residents participate in outdoor recreation, and Michigan residents are more likely to participate in boating and camping than the average American. Nationally, outdoor recreation spending outranks pharmaceuticals and motor vehicles and parts.

According to the Michigan DNR, the Outdoor Recreation Advisory Council also makes recommendations to the DNR and the Michigan Economic Development Corporation on ways to improve partnerships, collaborative strategies, and policies that will increase the outdoor recreation economy, employment and consumer spending, and support conservation and public recreation assets. Members are appointed jointly by the DNR Director and NRC Chair.



On Sept. 11, Governor Whitmer announced the appointment of Brad Garman to lead Michigan's Office of Outdoor Recreation.



MBIA Board Chair Patti Smith, VP and founder of Silver Spray Sports and Chris MacInnes, president and co-owner of Crystal Mountain, a ski and golf resort in Benzie County attended the presentation in Grand Rapids.

## MBIA HOSTS Michigan Waterways Caucus

by Nicki Polan, MBIA Executive



### 2019 Board of Directors:

#### Chairman:

**Patti Smith**

Silver Spray Sports  
Fenton, MI

#### Vice Chairman:

**Tom Den Herder**

Yacht Basin Marina  
Holland, MI

#### Secretary/Treasurer:

**Jim Coburn**

Coburn & Associates  
Macomb, MI

#### Directors:

**Jim Adams**

Freeway Sports Center  
Fenton, MI

**Amy Crouchman**

Toledo Beach Marina  
LaSalle, MI

**Rob Davis**

Club Royale  
Waterford, MI

**Chris Lisowicz**

North Shore Marina  
Spring Lake, MI

**Tim Tadsen** - Associate

Toledo Beach Dock. Assn.  
LaSalle, MI

#### Regional Directors:

**Pete Beauregard**

Southeast  
Colony Marine  
St. Clair Shores, MI

**Tom Ervin**

Northern  
Walstrom Marine  
Harbor Springs, MI

**Brian Kaloper**

Southwest  
Grand Isle Marina  
Grand Haven, MI

It has been great to see and visit with many of our members this summer at our regional meetings, workforce meetings, Clean Marina Workshops, and at the recent Metro Boat Show. For those who were unable to attend a regional meeting and hear our MBIA updates, we have been covering the issues in our e-newsletters. Hopefully you have found some time to read these.

In addition to our members, legislators attend our regional meetings to network with members and learn about our issues. We have been told these legislators appreciate our visits to their districts and the time they get with their constituents in this relaxed, informational and fun setting.

Recently, we met with another 12 legislators who attended our Michigan Waterways Caucus meeting on Sept. 4 in Lansing.

Whenever we have the attention of our Lansing policy and law makers, we take the time to share statistics showing the strength of our industry and its importance to our citizens and Michigan's economy.

The numbers say it all. With the recently released NMMA statistics, we are happy to announce that Michigan remains 3rd largest marine market in the country, with a \$7.9 billion economic impact on the state's economy each year. The excitement is in the 2018 sales of new boats, motors, trailers, and accessories, which topped \$1 billion in Michigan. Our industry supports more than 40,000 jobs, and 1,500 businesses and it is estimated that nearly 50 percent of Michigan's population get on the water each year to boat and fish.

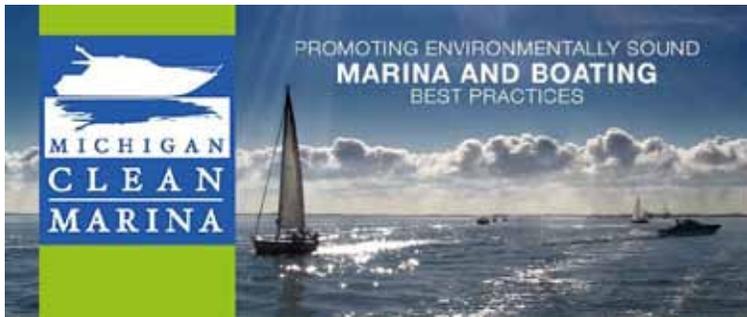
We also share new information from the Bureau of Economic Affairs (BEA) showing outdoor recreation represents 2 percent of the U.S. GDP. This might sound like a small number but it actually is quite significant - higher than mining, legal and agriculture. And, according to the NMMA, boating is one of the leading contributors to the Outdoor Recreation Economy. Another new study from Michigan Port Collaborative say Michigan Harbors alone represent \$19 billion economic impact to the state's economy each year.

And of course, we take the opportunity to share our most important issues including protecting access and the Michigan State Waterways Fund, Ethanol, Slalom Course Permits, Bans on Wake Boats, Post Labor Day School Start, Workforce Development, and so much more.

On another subject, we recently sent our members a survey. This survey is particularly important as it will help the MBIA Board at its upcoming strategic planning meeting scheduled for October 9 & 10. The most important question is the first question on the survey. Please, if you have not yet responded, do so today.

MBIA has reached its Rainy Day Fund financial goal in 2019 assuring your Association can withstand any future downturn and continue to support our members. Your MBIA Board of Directors is interested in hearing your thoughts on how MBIA can use future income to best benefit our members and our industry. Please share your thoughts by contacting us directly at 734.261.0123, ext. 4 or [npolan@mbia.org](mailto:npolan@mbia.org).

And finally, my second 3-year term as a Michigan State Waterways Commissioner has come to an end, and I must say it has been a very interesting and rewarding experience for me. I have learned a lot and have made some important connections which will help our members and industry for many years to come. I have offered my continued support to the DNR and the Commission to contribute in other ways and to support their efforts as it relates to: assuring access to Michigan's waters to its citizens, protecting our natural resources for future generations, and helping to grow Michigan's economy through stronger businesses and jobs. I have assured them that MBIA will continue to vigorously promote Michigan's amazing accessibility to the water, and work to bring the paddle craft industry to the table to help plan and support the boating infrastructure that we all use.



## CLEAN MARINA CLASSROOM LIVE workshop - 11/8

Friday, Nov. 8  
8:30 am - 4:00 pm

Les Cheneaux Community Library  
75 Hodeck Street  
Cedarville, MI 49719

On November 8, 2019, the Michigan Clean Marina Program will offer an in-person workshop for the first time in the Eastern Upper Peninsula at the Les Cheneaux Community Library in Cedarville, Michigan. Sea Grant Extension staff and a Clean Marina Specialist will cover the important lessons from the online classroom tied to mandatory and recommended best practices to become a Clean Marina. The workshop is open to marinas that are interested, newly pledges, or up for re-certification in 2019.

## 1 NEW CERTIFICATION, 6 re-certifications for MI clean marina Program

The Michigan Clean Marina Program is pleased to announce another marina has been named as a Certified Clean Marina, Mayea Marina – Fair Haven. They have been certified for a three-year term through 2022. Additionally, six marinas have been re-certified as Michigan Clean Marinas; they are Bay Harbor Lake Marina – Bay Harbor, Bay Harbor Yacht Docks- Bay Harbor, Eldean Shipyard- Macatawa, Rogers City Marina- Rogers City, Saugatuck Yacht Services- Saugatuck, and St. Clair Boat Harbor- St. Clair. They have been re-certified for another five-year-term through 2024. 74 Michigan marinas have obtained certified Clean Marina status and are maintaining this prestigious certification. If interested in learning more, visit [www.michigancleanmarina.org](http://www.michigancleanmarina.org)



Mayea Marina

## BOATING EXPENDITURES in MI exceed \$1 billion

Recent data from the National Marine Manufacturers Association reports that retail expenditures for new boat, motor, trailer, and accessory purchases exceeded \$1 billion in Michigan in 2018, an increase of nearly 11% over 2017, and the ninth consecutive year of growth.

“It’s no secret that boating is a favorite pastime for Michiganders, and the numbers show that.” said Executive Director Nicki Polan. “We’re the 3rd largest marine market in the U.S. and that is very impressive as a four-season state.”



Michigan has nearly one million boats registered, and another 600,000 legally non-registered paddle craft, also ranking number three in the country for registrations.

## MBIA PROMOTES CAREERS at SE MI Career Quest

The MBIA has signed on as a Sponsor & Exhibitor at the 2019 SE Michigan Career Quest, located at the Suburban Collection Showplace on November 8th. This is the second year for this event, introducing freshman and sophomore-aged high school students to hundreds of careers that they may never have been exposed to. More than 11,500 students from 133 schools in SE Michigan are registered. Student attendees will be exposed to the boating industry at MBIA’s exhibit, and learn more about marine technician careers.

The MBIA exhibit will include boats students can board, the US Power Squadron Boating Simulator and representatives from the industry, and Great Lakes Boat Building School, that is creating a secondary and post-secondary marine technician program at their institution. The MBIA is working to create more education opportunities for marine techs in the state, and with outreach opportunities like these, we hope to bring students to the marine industry offering good wages, year-round work and great, long-term careers!

# MBIA BOAT SHOWS update

Contact Bethany Sly for space today! - [bsly@mbia.org](mailto:bsly@mbia.org) | 734.261.0123, ext. 2



## Boat Buyers attend the Metro Boat Show

The Metro Boat Show, held September 12-15, at the Lake St. Clair Metropark was deemed a success by MBIA, exhibitors, sponsors, and attendees. Nearly 11,000 attendees strolled the walkways of the Shore and South marinas at the Metropark, spanning a 1-mile footprint.

“We were pleased to hear positive comments about boat sales and the quality of the attendees at the show again this year,” said Show Manager Nicki Polan. “And similar to national trends, it appears sales were strong across all boat types.”

A 12% decrease in attendance was attributed to rain that plagued three out of the four show days, and severe storms in the area that closed the show early on Friday.

“Even though the rain came, so did the boat buyers,” said Polan. “The gorgeous weather on Saturday filled the Boardwalk from the time the show opened until we closed the gates.”

More than 500 boats were on display for those in attendance - some up to 60 feet in length. Show management expanded the Boardwalk, adding more displays and giving attendees a picturesque view along the water for the entire show.

Save the date for September 17-20, 2020. For more information, visit [Metroboatshow.net](http://Metroboatshow.net).

## 2020 Winter Shows | January Detroit Boat Show, at TCF Center

The 2020 Detroit Boat Show has not only moved to new dates, the venue has been renamed to the TCF Center, previously Cobo Center. MBIA has adjusted advertising, websites, and marketing materials to reflect these changes and create consumer awareness of the date and name changes. The new dates for the 2020 Detroit Boat Show are January 18-26. If you are exhibiting in the show, please note the deadlines for MBIA and contractor forms will all be moved accordingly and will be due earlier than in the past when the show was in February.

The 2020 Novi Boat Show will also be one you do not want to miss! The Harborside Market, a successful addition to the show last year, will be back again featuring retail products for lakefront property and boat owners. Be a part of this busy area of the show, by contacting Bethany for space today. Act fast, The Harborside Market has limited space, and like the show's bulk space, is expected to sell out quickly.



**2020 DATE CHANGE!**  
**JANUARY**

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**SAME GREAT SHOW,  
A LITTLE EARLIER!**

**DETROIT BOAT SHOW**  
January 18-26, 2020 • Cobo Center

# TOP 10 REASONS to attend RBEC



Join us December 4th and 5th at the Radisson Hotel at the Capitol in Lansing, Michigan for great education, networking and fun. **ON THE HORIZON** is the theme this year for RBEC, with many subjects looking ahead, at new technology, innovative strategies and ways to move your business forward. This conference has excellent education content and is a great way to catch up with old friends and make new ones. If you have yet to attend RBEC, it's time to check it out. You will not be disappointed!

## 1. High Quality Education, including 5 new keynotes

Don't miss this lineup of EXPERTS in areas of cyber security, generations in the workplace, an economist, Human Resources today, and Marketing guru and close friend to the marine industry Marcus Sheridan! Read all the session descriptions and register at [recreationalboatingconference.com](http://recreationalboatingconference.com).

## 2. Value

RBEC is highly subsidized by the MBIA as a member benefit to keep the cost low for our members and industry partners. We've also kept the conference centrally located for easy travel. Attending RBEC is a fraction of the cost of other conferences, that include high-priced registration and travel expenses. New this year, the MBIA Board has approved **LOW GROUP RATES**. 1-2 people for \$150 or 3-4 people for \$250, you can save up to \$350!

## 3. Boat Show Season is around the corner

Boat Show season will be here in a blink of an eye. Have your team brush up on sales, marketing and how to communicate with different generations. Get the most out of your exhibiting investment and prepare your team for success and increased sales.

## 4. Save Money!

There are many ways that education and training can save your business' bottom line by working smarter, not harder. There will also be a Product and Service Showcase that can save you time and money. Check them out during your breaks and after registration in the conference lobby area.

## 5. Networking Opportunities

A strolling lunch, Happy Hour Rendezvous and breaks from sessions will encourage networking to catch up with old colleagues and also make new connections to broaden your contacts in the industry.

## 6. Stay in Touch with your Association

Supporting MBIA is supporting Michigan's boating industry. The MBIA annual meeting and other updates over the two days at RBEC will keep you up to date with what's happening in your association and industry. The more involved and knowledgeable you are with what MBIA does and offers, the more you will receive from your membership. Ask any one of the MBIA Board or Staff for more information on legislative initiatives, member programs and services, boat show information, and more!

## 7. Be entertained

You'll also be impressed with our Awards Dinner and presentation, as well as all of the entertaining, expert speakers leading our educational sessions.

## 8. Learn about new Products & Services

Exhibits in the conference lobby area will feature the latest products and services dedicated to the marine industry in areas of insurance, innovative products, the latest technology, marketing and more!

## 9. Take-Aways

After 2 days at RBEC, you'll be invigorated, and loaded with a wealth of knowledge gained to be a better leader, employee or owner and can take the information you learned back to your business to share with others.

**10. Informative small-group breakout sessions** include MBIA's Rising Leaders, Creating Video Content, Sales, The Clean Marina Reboot and more!

Register today on [www.mbia.org](http://www.mbia.org) or  
[www.recreationalboatingconference.com](http://www.recreationalboatingconference.com)

# GRANT FUNDS cultivate marine workforce at GLBBS

As part of the Michigan Boating Industries Association workforce development initiative, MBIA partnered with Great Lakes Boat Building School to form the Michigan Boating Industries Talent Consortium, consisting of MBIA, the Great Lakes Boat Building School, Les Cheneaux Community Schools, the Eastern UP ISD and a handful of other marine industry employers and organizations. The consortium was created in hopes of receiving a grant through the state of Michigan's Marshall Plan for Talent initiative. Through persistence and hard work, the Michigan Boating Industries Talent Consortium was awarded a \$475,000 grant.

With the grant, GLBBS is creating a program that will start in the Fall of 2020 that will have high school junior and seniors come to the school Monday through Friday to go through a marine tech curriculum. The GLBBS program will also teach yard skills which will cover skills like: how to correctly launch a boat, drive a boat, winterize boats, and trailer boats. It will also include soft skills, such as; resume writing and customer service. "These soft skills are a very important part of the course," said Ryan Hinnen, Great Lakes Boat Building School's Executive Director for Development.

A second program for post-secondary students will also be available at Great Lakes Boat Building School. GLBBS is currently working to get this Marine Services Technician program accredited with the Accrediting Commission of Career Schools and Colleges (ACCSC) who will make their decision by the end of 2019. As soon as information is available on enrollment, we will inform you.

The Marshall Plan for Talent - created by former Gov. Rick Snyder is a

\$100 million workforce development initiative dedicated to looking at our education and training pipeline and to closing the talent gaps to prepare students for future job growth by restructuring the education system to favor a new method of learning that encourages certificate-based education. Instead of relying solely on the four-year college model that does not always translate directly to high paying careers, the Marshall Plan aims to favor more gradual, step by step learning that will encourage students to learn through out their lives. This will allow future workers to build their careers more gradually.

The Great Lakes Boat Building School located in Cedarville is the only boat building school in the state of Michigan. The school was established in 2005 and features quality programs offering courses in traditional boat building, wood/epoxy composite, yacht building, marine Systems, restoration/repair, and yacht joinery. GLBBS also offers American Boat & Yacht Council (ABYC) certification classes in Marine systems, diesel engines, gas engines and marine electrical.

The grant through the Marshall Plan was awarded on May 31, but funds were not available until mid August. "Even though the grant was technically awarded a few months back- we didn't know all of the details or stipulations, of how this was going to work until recently," said Hinnen. "We are excited about what this means for everyone in Michigan boating."



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## MORE WORKFORCE NEWS

### we need MBIA members to support a strong start

The MBIA has been working diligently with many workforce partners around the state to develop educational opportunities at the high school and post-secondary levels. As we face a critical shortage, our goal is to create a pipeline for trained technicians for our members: marinas and dealers around the state. MBIA has created the Michigan Boating Industries Talent Consortium (MBITC), and as you read above, right out of the gate assisted the Great Lakes Boat Building School (GLBBS) in achieving a \$475,000 grant through the state's Marshall Plan. They will focus on Les Cheneaux Community SD and Eastern UP ISDs. They will also offer a 9 – 12 month post-secondary program, which should be up and running in Fall 2020. MBIA also has discovered marine tech training in Wexford and Missaukee County schools, and are working with Ottawa County School Districts to implement this secondary level training as well. Partners, Macomb Community College and Oakland Community College, are moving full speed ahead and are hoping to start their programs in January, 2020.

"We need our members to help bring students to these programs to assure a strong start," said MBIA Executive Director Nicki Polan. "Whether it be customers' kids, your employees and/or their kids, or anyone else you can reach, we need your help to assure these classes fill up for a strong start to this partnership with the schools." Michigan Works will pay tuition for those below a certain salary threshold. The Macomb-St. Clair Workforce Development Board, Inc. has confirmed that the program qualifies for WIOA support which means tuition can also be deferred for those over that threshold. "It will be very affordable or free to most who register for the 5 week marine tech program. We also need recommendations for teachers, which can be your employees used during your slow time," said Polan. "They will be compensated. And finally, we need use of a facility in Oakland County for an onsite classroom, which puts this dealer in a strong position to hire those who graduate." If you can help, please call Nicki Polan at 734.261.0123, ext. 4 or email [npolan@mbia.org](mailto:npolan@mbia.org).



ADVANCING, PROMOTING &  
PROTECTING BOATING IN  
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[www.detroitboatshow.net](http://www.detroitboatshow.net)  
[www.noviboatshow.net](http://www.noviboatshow.net)  
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## MBIA HOSTS MI Waterways Caucus, from pg 3

industry remains well represented with the current Commissioners including MBIA Board Director Pete Beauregard, Colony Marine and MBIA Member Mary Rising, Action Water Sports.

Through our partnerships with the DNR and my role on the Michigan State Waterways Commission, we have worked hard to manage the strain on only 35,000 parking spaces for registered boats now increasingly being used by paddle craft. MBIA is committed to getting the paddle industry to the table to help find a way to allow them to support the infrastructure they currently use. The Michigan State Waterways Fund is supported by boat registration fees and a very small carveout of the MI gas tax which is based on the number of trailered boats fueling at the pump. MBIA is committed to protecting and

growing the fund as its purpose is to build and maintain access to Michigan's water for boaters. MBIA supports managing aquatic invasive species and water trails but feels these initiatives should come with another funding source. We will also continue to monitor WWF grant variance requests which take away parking spaces for trailer boats, and/or create unfair competition with the private sector. We will continue to work with our lobbying firm to protect the waterways carve out of fuel tax through a budget process designed to look for funding for roads.

Hoping to see you all at RBEC this year, December 4 & 5 in Lansing. With the Board's special discount pricing it will be easier to bring the whole team.



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