



Marine Trade NEWS

The voice of boating in Michigan

1st Quarter 2020

**MBIA AWARDS HIGHEST
HONORS at rbec**

RBEC recap

**WORKFORCE
development**

BOAT SHOW updates

**2020 BOARD OF DIRECTORS
and Officers announced**



PROGRESSIVE
DETROIT 62nd ANNUAL
BOAT SHOW
January 18-26, 2020
TCF Center

NEW DATES

CALENDAR

WELCOME ABOARD new members

PROGRESSIVE
DETROIT BOAT SHOW 62nd ANNUAL
January 18-26, 2020
TCF Center

PROGRESSIVE
NOVI BOAT SHOW 28th ANNUAL
March 12-15, 2020
Suburban Collection Showplace

Northern Regional Meeting
April 21, 2020, Location TBD

Aquarius Marine Metal Fabrication

Rob Kotowski II
St. Clair Shores, MI
rob@lakeshoreboattop.com

DaVinci Power Sports

Gus Murillo
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Mega Power Sports & Marine

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Midwest Marine Supplies

Brian Dowling
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Seitzinger Financial Group

Brad Seitzinger
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Throughbred Boat Company

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Trader Todd's Marina

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DETROIT BOAT SHOW sets course for tcf center

Now in January, the Progressive Detroit Boat Show sets course for TCF Center (previously Cobo Center) January 18 - 26.

The show will span nearly 500,000 square feet and showcase hundreds of boats from top dealers from around Michigan and the Great Lakes. The Progressive Detroit Boat Show is among the top boat shows in the country., and after another successful boating season in Michigan, exhibitors are anxious to highlight their 2020 new model releases and the early order discounts provided by manufacturers at winter boat shows.



“It’s great to see a thriving boating industry in Michigan,” said Show Manager Nicki Polan. “We are in our 8th consecutive year of growth for sales of new boats, motors, trailers and accessories. In fact, these sales topped \$1 billion in Michigan in 2018. When sales are strong, dealers bring in more product, which makes for a bigger and better show that is sure to please our attendees.”

More than 60,000 consumers are expected to attend to see and buy hundreds of boats. If you are interested in exhibiting at the Progressive Detroit Boat Show, limited space is still available, please contact Director of Exhibitor Sales Bethany Sly at: bsly@mbia.org or call 734.261.0123 ext. 2.

2020 BOARD OF DIRECTORS and officers announced

At the MBIA Annual Meeting and Recreational Boating Educational Conference on December 5, four marine business people were elected to serve as directors of the MBIA.

Amy Krueger Malow of Jefferson Beach Yacht Sales in St. Clair Shores and Warren Wolf of Wolf’s Marine in Benton Harbor were appointed as State-Wide Directors, Tom Ervin of Walstrom Marine in Harbor Springs was re-elected as Northern Regional Director and Jim Coburn of Coburn Consulting Company in Macomb was re-elected as the At-Large Director. All will serve three-year terms.

Officer’s appointed for 2019 are: Tom Den Herder of Yacht Basin Marina in Holland as Chairman; Tom Ervin of Walstrom Marine in Harbor Springs as Vice Chair; and Jim Coburn of Coburn Consulting Company in Macomb as Secretary/Treasurer.

Other directors on the board who will continue to serve in 2020 include: Jim Adams, Freeway Sports Center; Pete Beauregard, Jr., Colony Marine, Rob Davis, Club Royale; Chris Lisowicz, North Shore Marina; Tim Tadsen, Toledo Beach Dockominium Assoc.

Congratulations to all!



Amy Krueger Malow



Warren Wolf



Tom Ervin



Jim Coburn



Nicki Polan
MBIA Executive Director

2020 Board of Directors:

Chairman:

Tom Den Herder

Yacht Basin Marina
Holland, MI

Vice Chairman:

Tom Ervin

Walstrom Marine
Harbor Springs, MI

Secretary/Treasurer:

Jim Coburn

Coburn Consulting Company
Macomb, MI

Directors:

Jim Adams

Freeway Sports Center
Fenton, MI

Rob Davis

Club Royale
Waterford, MI

Amy Malow Krueger

Jefferson Beach Yacht Sales
St. Clair Shores, MI

Chris Lisowicz

North Shore Marina
Spring Lake, MI

Tim Tadsen - Associate

Toledo Beach Dock. Assn.
LaSalle, MI

Warren Wolf

Wolf's Marine
Benton Harbor, MI

Regional Directors:

Pete Beauregard

Southeast
Colony Marine
St. Clair Shores, MI

Tom Ervin

Northern
Walstrom Marine
Harbor Springs, MI

Dear MBIA Members,

It was great to see so many of our members at RBEC recently. We had 2 days of exceptional education, networking, and fun. With twelve top notch speakers helping us to understand what is on the horizon, I feel everyone who attended had a long list of take-aways to start their 2020 planning. With fourteen amazing sponsors offering a mini-trade show, attendees were able to discover new products and services, and with nearly 100 attendees, our members were able to meet new friends and build networks to help each other through collaboration.

We were pleased to have Brad Garmon, Director of the MI Office of Outdoor Recreation Industry speak to us about the state-level and national recognition our industry is getting through the BEA's announcement of outdoor recreation accounting for 2.2 percent of the U.S. GDP. He made it a point to thank our Board Chair Patti Smith for her role on the Outdoor Recreation Advisory Council as her input brought the groups' focus to boating – as the largest contributor to the outdoor recreation economy.

Also, in attendance were representatives from our partner schools Macomb Community College, Oakland Community College and Great Lakes Boat Building School, who enjoyed meeting our industry employers as they finalize their marine tech educational programs starting in 2020.

By far, my favorite part of this annual conference is the opportunity to recognize individuals at our awards dinner who have helped MBIA and our industry. This year was especially impactful as I have known each of the four award recipients for more than 30 years. Hall of Fame Inductee Patti Smith, Lifetime Achievement Award winner Denny Grinold, and Honorary Members Steve Remias, and Eric Foster have not only been valuable supporters for MBIA, they have also been supportive friends and inspiring mentors for me and our entire MBIA staff. I offer again my sincerest gratitude and congratulations to this group of MBIA award winners.

We are excited to announce, that after more than six years at the Lansing Radisson location we are taking RBEC to a new location in 2020. Stay tuned for the details, but mark your calendar for December 2 – 3, 2020.

Prior to the conference, your MBIA Board met to again discuss and refine the strategic spending initiative to benefit members and our industry. We are pleased to announce that several new programs will be coming in 2020 that will further help our members and our industry including investing in our boat shows which fund our association, more education and webinars, more regional meeting locations, a statewide grow boating initiative to address the barriers to entry for new boat buyers, continued support for workforce development and a stepped up advocacy program to bring legislators to our member locations and on the water to experience boating first hand.

The Monday after RBEC I flew to Tampa to attend the bi-annual meeting of the Advisory Council of Marine Associations (ACMA). This group of marine trade associations from around the country meets in December, and in May during the American Boating Conference to discuss our individual legislative wins, challenges, and advocacy efforts, and jointly we review Federal issues. The goal of this meeting is to build a series of resolutions to share with the Marine Retailers Association of the Americas (MRAA) and the National Marine Manufacturers Association (NMMA) helping them understand what we are working on at the state level and helping them in their efforts at the federal level. Representatives from Florida, New York, Connecticut, Maine, New Jersey, Ohio, Wisconsin, Washington D.C. and Michigan were in attendance.

With the Detroit Boat Show moving to January, we look forward to seeing many of you soon. We have implemented a pre-show advertising and PR campaign to help get the word out early and often, about our new dates. We appreciate any help the membership can give us to spread the word (state-wide) that the 62nd Annual Detroit Boat Show in Michigan is coming to TCF (Cobo) Center, January 18 – 26, 2020. Please share with your customers, family and friends, and we hope to see you all there.



MI CMP HAS SUCCESSFUL 2019 and high goals for the new year

Congratulations to five new Certifications and five Re-Certifications!

New Marinas Certified:

- Elba- Mar Boat Club of Grosse Ile
- Indian River Marina of Indian River
- Ottawa Beach Marina of Holland
- Pine Lake Marina of West Bloomfield
- Sommerset Pointe Yacht Club of Boyne City



Marinas Re-Certified:

- East Jordan City Marina of East Jordan
- Irish Boat Shop of Charlevoix
- Irish Boat Shop of Harbor Springs
- Kean's Marina of Detroit
- MacRay Harbor of Harrison Twp.

2019 was incredibly successful for the Clean Marina Program, ending the year with a total of 79 Certified Marinas. Congratulations to all who have achieved and continue to maintain this prestigious certification!

The Michigan Clean Marina Program held a Classroom Live on December 5th in Lansing following the Recreational Boating Educational Conference. There were 9 attendees, representing 7 marinas. The marinas represented were first time Certifications, and Re-Certifications. Prior to leaving the in-person classroom, participants were ready to move onto a specialist visit and one step closer to becoming a Certified Clean Marina. If you're interested in attending a live classroom instead of the online classroom, the CMP will be hosting five additional sessions in 2020. Stay tuned, dates and locations will be announced soon.

The Michigan Clean Marina Program has received another \$25,000 grant from the Coastal Zone Management Program for 2020. Plans for the funding include hosting more in-person classroom sessions around the state, creating and launching an ambassador program, testimonial marketing videos, and consultant recruiting efforts. Stay tuned for more announcements from the program as these things are produced this year.

If you're a marina in Michigan that has not pledged or been certified as a Michigan Clean Marina, please contact us at any time to learn more about the process. It is an important initiative that preserves Michigan's waterways. Contact Danielle Fahim at dfahim@mbia.org or call 734.261.0123 ext. 1.

Workforce Development initiative continues

The MBIA and its workforce partners around the state continue to relentlessly address the workforce shortage in the marine industry and create awareness of the marine tech programs coming to Michigan in 2020.

In October, the MBIA joined more than 50 colleges, universities, and vocational schools to attend the 2019 College and Career Fair at Wayne County Community College to promote careers in the recreational boating industry.

In November, the MBIA participated in MI Career Quest SE at the Suburban Collection Showplace, which was attended by 11,000 high schoolers from SE Michigan. "The boats on display were a huge hit with the students," said Amanda Wendecker, MBIA's VP of Marketing. "While most students told us they hadn't thought about a career in the industry, they were intrigued when we explained the opportunities available and that Michigan is the third largest marine market in the country." Skipper Buds had 3 boats on display that were swarmed by students who enjoyed boarding the boats and learning more about job opportunities. The students were also given the opportunity to operate a boating simulator provided by the US Power Squadrons, which was very popular. Many students had never operated a boat before. Career Quest was a great stepping stone to bring awareness for the industry and part of the MBIA workforce development initiative.

MBIA is working with the Oakland and Macomb community colleges to create fast track programs for marine techs in 2020. The Great Lakes Boating Building School is also implementing a year-long tech program in Cedarville and also participated in Career Quest.

DON'T LET STOD LEAVE YOU DEAD IN THE WATER on out of state boat buyers

It is important for our members who are boat dealers to understand how sales tax on the difference works across state lines. The State of Ohio's trade in law requires that the selling dealer be registered with the Ohio Department of Natural Resources - Watercraft Division as an Ohio watercraft dealer prior to the sale for the trade in amount to reduce the tax base for Ohio tax compulation. The selling dealer does not have to be within the State of Ohio, they just have to be registered with the Ohio Department of Natural Resources prior to the sale. The fee to register is \$50. The application to register can be found on: watercraft.ohiodnr.gov. MBIA is currently looking in to STOD trade in laws in Indiana and Illinois, and will share this information as soon as it becomes available.



MBIA boat show updates

Each Michigan Boating Industries Association produced show offers a unique experience for show goers and sponsors, but shares the same quality experience and value. Throughout the year, more than 80,000 consumers visit MBIA boat shows and are introduced to new model introductions and hundreds of exhibiting boating companies. Many of our members that exhibit in the Progressive Detroit Boat Show are excited for the show's move to January, as this extends their selling season and boats can be ordered earlier from Manufacturers.



Career Days

With the critical demand for qualified marine techs in Michigan's \$7.8 billion boating industry, MBIA and it's partners are stepping up its workforce development initiative at the Progressive Detroit Boat Show. The annual Career Days is a 5-day event during the Progressive Detroit Boat Show that features jobs available within the industry and addresses our workforce shortage. During Career Days, students will visit stops within the show to learn more from industry professionals. High school and college students that attend Monday, Jan. 20 through Friday, Jan. 24 will receive free entry into the show with a valid school ID and ticket voucher and can enter to win \$250 for visiting all the stops throughout the show. The ticket voucher can be downloaded on the Detroit Boat Show's website: detroitboatshow.net.

Thank you to the following exhibitors who have signed up to be stops for the Progressive Detroit Boat Show Career Days to speak with students about their experience in the marine industry, available jobs, and possible internships they can apply for: Aqua Sports, Club Royale, Jefferson Beach Yacht Sales, Silver Spray Sports, Toledo Beach Marina, Tommy's of Detroit, Walstrom Marine, and Yamaha.



The Progressive Novi Boat Show is expected to sell out again for 2020, with very little space remaining in the Harborside Market. The Novi Boat show is the premiere boat show in Oakland County, featuring hundreds of boats targeted at more inland lake boaters,

and provides a "last chance" opportunity to shop and purchase a boat before the spring launch. Promotions will attract more than 10,000 people in just 4 days, with a specialized kids area, prizes and giveaways, radio street teams and more! The Harborside Market, a successful addition to the show last year, will be back again featuring retail products for lakefront property and boat owners. The Novi Boat Show is one you do not want to miss!



Limited space is still available. Please contact Director of Exhibitor Sales Bethany Sly at: bsly@mbia.org or call 734.261.0123, ext. 2.



RBEC re-cap

The 2019 Annual Meeting and Recreational Boating Educational Conference (RBEC) was deemed a success. This year's theme was "On the Horizon," with expert speakers educating attendees on working with the next generation (and people of all ages), a forecast of Great Lakes Water Levels and the Economy, and closing keynote Marcus Sheridan spoke to the new, digital consumer. The content was received very well with great reviews coming in through the post-event survey. Thank you to all who attended, sponsored, and supported this year's event. "It was great to see more than 100 members taking advantage of the quality education and networking opportunities right in our backyard here in Michigan," said MBIA's VP of Marketing Amanda Wendecker. "We're changing up the location for 2020 and hope to see even more members attend!"



Be sure to save the date and mark your calendar for next year's Recreational Boating Educational Conference, December 2-3, 2020. The location is yet to be determined.



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Recreational Boating Educational Conference

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MBIA AWARDS HIGHEST HONORS at rbec

Patti Smith of Silver Spray Sports was inducted into the **Michigan Boating Industries Association Hall of Fame** for the year of 2019.

“Patti has served on the MBIA Board for many years and recently finished her term as the MBIA Chair,” said Nicki Polan, executive director of the MBIA. “Through her tenure and under her leadership, MBIA has thrived and she has been a tireless advocate for our association and industry.”

Patti is Vice President and co-owner of Silver Spray Sports in Fenton with her husband Jeff Smith. Silver Spray Sports is one of the largest and longest running Nautique Exclusive dealerships worldwide for nearly 40 years. They have won numerous sales and service awards for their dedication and hard work.

Over the years, Patti has served on the MBIA Board she has been the Southeast Regional Director, Secretary/Treasurer, Vice-Chair and Chair of the Board, and has served on numerous committees. Currently Patti represents boating on the Michigan Outdoor Recreation Advisory Council that makes recommendations to the Office of Outdoor Recreation Industry, the DNR, and the Michigan Economic Development Corporation.

Patti, who grew up on the water in Holly, Mich. became the first woman to be a senior rated barefoot water ski boat driver for USA Water Ski in 1979. “... so I wouldn’t have to just sit on the shore all the time waiting to watch Jeff ski his events, I got involved with what I loved to do, which was driving the boat,” said Smith. She drove 15 years of Regional Barefoot Championships, 15 US National Barefoot Championships, and is the only woman ever to drive two World Barefoot Water Ski Championships in 1988 in Melbourne, Australia and 1990 in Jacksonville, FL. In 1980, the couple co-founded the Barefooting Unlimited Ski School.

“Patti’s dedication is second to none, we appreciate her leadership as the MBIA Board Chair, and her point of view always advocating for the boating industry,” said Jim Coburn of Coburn and Associates of Macomb and Secretary/Treasurer of the MBIA Board. “The MBIA Board voted unanimously that she should be awarded this, one of MBIA’s highest honors.”

Captain Denny Grinold, former president of the Michigan Charter Boat Association, was awarded with the **2019 Ray L. Underwood Lifetime Achievement Award** for his outstanding contributions to the recreational boating and fishing industries through leadership, dedication, innovation, and personal motivation.

“Denny has spent a lifetime tirelessly advocating for fishing, boating and tourism in Michigan and has been recognized by many,” said MBIA Executive Director Nicki Polan. “His list of accomplishments is long, and we are grateful for his advocacy on important legislative issues and his innovations and partnership building, which have brought us promotions like the “Catch and Cook” program in Michigan.

In addition to owning and running an auto repair business in Lansing, Grinold is a 30-year veteran charter boat captain based out of Grand Haven is an avid Salmon fisherman. Outdoor Life Magazine has included Grinold as one of the 20 best anglers in the planet more than once. The Michigan United Conservation Clubs named Grinold as the



Hall of Fame Award



Lifetime Achievement Award

‘Fisheries Conservationist of the Year.’ He has also been honored by the Michigan Salmon and Steelhead Fisherman’s Association with the Dr. Howard Tanner Award, named after the man behind Great Lakes Salmon. The Great Lakes Fishery Commission honored Grinold with the C.D. “Buzz” Besadny Award for fostering Great Lakes partnerships. He also has been appointed to the Michigan State Waterways Commission.

“Denny’s advocacy has always aligned with our MBIA mission to promote, protect and advance the recreational boating industry in Michigan. Because of his dedication, the MBIA Board of Directors has unanimously voted to award him the prestigious Ray L. Underwood Lifetime Achievement Award,” said Polan.

The MBIA created a special tribute video for Patti and Denny that can be found on the MBIA website and Facebook page. To nominate someone for these MBIA awards go to mbia.org and click on “awards” under the Membership tab, or call the MBIA office at 734.261.0123.

HONORARY members

The MBIA Board of Directors approved 2 individuals in 2019 to be awarded Honorary Lifetime Memberships in MBIA. The Honorary members are: Eric Foster and Steve Remias. “Eric and Steve were chosen in recognition of their longevity and impactful contributions to the MBIA and the boating industry in Michigan” said MBIA Executive Director Nicki Polan. “We’re proud to have each of these individuals continue to be a part of our organization.”

ADVANCING, PROMOTING &
PROTECTING BOATING
IN MICHIGAN (SINCE 1968)

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www.boatmichigan.org
www.detroitboatshow.net
www.noviboatshow.net
www.metroboatshow.net

WAKE BOATS consumer education

While currently there is no talk of legislation in Michigan, other states are facing legislation restricting wake surf boats. Please be sure to continue a vigilant education process with your customers to assure they are watching their wake and sharing the lake. The Water Sports Industry Association (WSIA) has a number of videos on their website, as well as a summary on wake energy from its in-depth report. In addition to posting educational all-season posters at boat ramps and in dealerships, several dealers are using the educational info as hang tags and hanging them on the steering wheel of every wake boat coming in for service or winterizing. If any problems may arise concerning wake boats, we encourage you to contact WSIA or MBIA's Nicki Polan. To view the wave energy study, visit <http://www.wsia.net/waterway-access-tools/>

