



Marine Trade NEWS

The voice of boating in Michigan

2nd Quarter 2020

MOVING FORWARD
boating in MI

CALL FOR RBEC speakers

RBIEF SCHOLARSHIP
APPLICATIONS due June 1

SHRINK WRAP RECYCLING
get on board!

SAVE THE DATE
FOR RBEC
DEC 1 & 2
moves to
grand rapids!

MI MARINE TECH SCHOOL
Announcement at Detroit Boat Show

Strong Effort Needed from Members
to OPPOSE WIND TURBINES IN
THE GREAT LAKES



CALENDAR

Due to the Coronavirus Pandemic, many events have been cancelled or postponed. Stay tuned to the mbia.org calendar for updates!

Clean Marina Workshops
Postponed until further notice

Northern Regional Meeting
Postponed, details to follow

Cancelled for 2020
American Boating Congress
Washington D.C.

May 15-17 - Cancelled for 2020
Great Lakes Boating Festival
Grosse Pointe Yacht Club

June 19-21
Bay Harbor Boat Show

Save the date!
July 21
SW Regional Networking Reception

July 28
SE Regional Networking Reception

WELCOME new members

Bluefin Marine Consultants
Muskegon, MI
CJ Kusmierz
info@bluefinmc.com

GL Marine Operations
St. Clair Shores, MI
Steve Popkie
stevepopkie@comcast.net

Huff's Marina
Clark Lake, MI
Blair Huff
huff_blair@yahoo.com

Star Line Mackinac Island Ferry
St. Ignace, MI
Jerry Fetty
jerry@mackinacferry.com

MBIA AWARD NOMINATIONS due June 17

It is time to start thinking about MBIA's award recognitions available to our MBIA members and other industry notables.

MBIA's Hall of Fame, Lifetime Achievement Award, Mayor's Cup, and Lighthouse Awards are all open for nominations. Please visit mbia.org for more information about each. MBIA

Awards are given during our annual Recreational Boating Educational Conference held this year on December 1 & 2 in Grand Rapids. If you have questions, please contact Nicki Polan at 734.261.0123, ext. 4.



at the HELM

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 Krueger Malow
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

SAVE THE DATE FOR RBEC - DEC 1 & 2 moves to grand rapids!

After several years in Lansing, the annual Recreational Boating Educational Conference is moving to the Embassy Suites in Grand Rapids, December 1 & 2, 2020. The hotel is brand new, located right on the Grand River and has easy access to downtown Grand Rapids.



CALL FOR speakers and topics

Each year the MBIA strives to bring quality education to our members at the annual Recreational Boating Educational Conference. We're looking to YOU to let us know important topics of interest, or fabulous speakers you recommend for us to bring in. Ideas can be from dealer meetings, other conferences, or any new ideas. Please contact Amanda at awendecker@mbia.org or call 734.261.0123 ext. 3 with any ideas or suggestions. The RBEC agenda is already a work in progress, so don't delay!



Moving forward - BOATING IN MI

- Nicki Polan, MBIA Executive Director



Dear MBIA Members,

I hope this message finds you safe and healthy. As you well know, the world is a different place since our last Marine Trade News. The current COVID-19 pandemic and its impact on human lives, along with the issuance of the March 23, "Stay Home, Stay Safe" Executive Order which, despite what many other surrounding states issued, put Michigan in the same situation as Illinois with "marine" not included within the "essential" categories, and more - has likely created the most challenging time of our lives. Things continue to change hour-by-hour but the constants through all of this is the need for information, the benefits of collaboration, and the importance of planning for the future.

I am thankful for the many calls, emails and text messages I have received from our membership over the past month. It has been both inspirational and educational. Based on your input, the MBIA Board and staff are working diligently to balance the needs of all members – recognizing and respecting that each member is unique in their location, operations, financial situations, and philosophies. We also recognize that we all have the same goal and that is to be able to return to normalcy as quickly and safely as possible.

Coronavirus Resources for Business

With the amount of information and changing policies coming from the local, state and federal level, the initial need was to provide members with a central location to access this information. A page has been added to our www.mbia.org website and is updated regularly with new information to help our member businesses. The page is highlighted on MBIA.org with a prominent banner that links to the page and is promoted on our MBIA social media platforms. We hope you have utilized this information and welcome any suggestions for new information which may help you. Information available includes:

- Stay Home. Stay Safe. Executive Order and summary
- Resources for small businesses for marine and general subjects from Human Resources and unemployment
- How to obtain an SBA PPP Loan
- Mandatory employee Screening Checklist
- Letter to Critical Infrastructure Worker and designating as necessary
- Links to Important state and national resources from the State of Michigan, DNR, CDC, SBA and more.
- A category for Articles, blogs and other online resources that relate to our industry, small businesses, crisis leadership and much more.

Webinars, Papers and Guides

MBIA is also continuously sharing webinars and resources from our partners groups and experts via this web page including America's Back Office, the Michigan Chamber of Commerce, Michigan Economic Development Company (MEDC) and the MDNR. MBIA's CPA firm Maner Costerisan has hosted panels and webinars addressing SBA loans, Payroll Protection, unemployment information. Our national partner MRAA has hosted free webinars for dealers regarding cashflow management, crisis management and sales, and has produced a document titled MRAA 29 Tips to Sell and Service Boats Safely. NMMA has hosted webinars available to MBIA with information to pass along to members regarding national legislation and funding programs.

Legislative efforts in Lansing

With more people off work and the onset of spring weather we know you are all under tremendous pressure to deliver and launch boats to thousands of Michigan residents. We also know many of you are losing business to surrounding states which have deemed marine as essential. Many of you are located in counties with little or no cases of coronavirus. Because of this, we were grateful for the opportunity to have participated in a Town Hall meeting with Michigan Speaker of the House Lee Chatfield who is pushing for workers to be considered "safe vs not safe" as opposed to the current "essential vs non-essential" characterization in a push to mitigate the negative effects on the economy and allow more people to work.

To help decision makers in Lansing better understand our industry, MBIA worked with our membership to create a document which outlines what the basic procedures of service, repair, boat delivery and boat launching look like here in Michigan, and how this work can be completed safely with social distancing practices in place and with minimal or no customer interaction. Many of you called and/or sent in comments and questions for this Town Hall meeting and they all helped us with the creation of this document – thank you!

Boating is a privilege we can lose

Currently there is a ban on boating, but we are working to communicate with the Governor's office that boating is



PROMOTING ENVIRONMENTALLY SOUND
MARINA AND BOATING
 BEST PRACTICES

**MICHIGAN
 CLEAN
 MARINA**

SHRINK WRAP RECYCLING get on board!

Dr. Shrink & Bay Area Recycling are making it easy to recycle your shrink wrap covers again this season, and as a bonus, for the past 10 years this program has benefited charities. The program offers environmentally friendly options to all local boat storage facilities, marinas and boat owners, asking them to help the environment by recycling shrink wrap. Do your part to keep this premium material out of landfills. Marinas and storage facilities are also encouraged to accept plastic wrap from area boaters. If you wish to participate, please return the enclosed form to Dr. Shrink, Inc. by email or fax. Once received, Bay Area Recycling will contact you with a scheduled pickup time. Pickups will be conducted throughout the Lower Peninsula throughout the entire month of June. For more information and to sign up go to www.mbia.org. Forms must be returned by June 1 to participate. Thank you!

MBIA PAYS PLEDGE fees for members

Have you thought about becoming a certified Clean Marina? Now is the time! MBIA is committed to certifying marina members by offering to pay your initial \$100 pledge fee! Contact Danielle at MBIA to qualify for this great offer at dfahim@mbia.org or call 734.261.0123, ext. 1.

COMING SOON

The Michigan Clean Marina Program will be releasing a new, updated Certification Checklist with updated Best Management Practices. Stay tuned for these changes that will help certification be more streamlined, as well as help certified marinas be important environmental stewards for our industry.

CERTIFICATION workshop schedule

The Clean Marina Program is offering in-person workshops throughout the year to cover the online classroom including mandatory and recommended best practices to become a clean marina. The workshops are open to marinas that are interested, newly pledged, or up for re-certification in 2020. Due to the Coronavirus pandemic, they have currently been on hold. As workshops are scheduled, the information will be posted to the CMP or MBIA website and e-newsletter. For more information visit the CMP website or MBIA.org.

SCHOLARSHIPS AVAILABLE

**DEADLINE
 JUNE 1**

MBIA has created a scholarship foundation to financially assist the professional development of those in the marine industry called the Recreational Boating Industries Educational Foundation

You are eligible for an RBIEF Scholarship towards industry education, college tuition and/or technical training if you are:



-  An MBIA member in good standing
-  Employed or recommended by an MBIA member in good standing
-  Or a family member of a MBIA member in good standing



APPLY ONLINE AT MBIA.ORG
 Click on Educational Foundation Under Programs

RBIEF SCHOLARSHIP APPLICATIONS extended to June 1

The RBIEF scholarship program is a true member benefit for MBIA Members. RBIEF, a not-for-profit 501(c)3 corporation, was founded in 1986 to provide financial support for education, training, and professional development in the recreational marine trades. Specifically, RBIEF's purpose is to offer financial assistance through full or matching tuition and program funding for MBIA members, members employees, family, and students whenever funding is available. Please see the flyer on the left for more details. This is also available on mbia.org to be shared electronically, to give employees information about applying for an RBIEF scholarship year-round, or printed and posted in your break room. The deadline for traditional education applications is June 1, so please visit MBIA.org and click on Educational Foundation under Programs for more information, break room poster, and application.

Industry scholarships are available year-round and can be applied for at any time with that application. These scholarships can be used for conferences, tech training, continued education and more. Please contact the MBIA office with any questions.

If you would like to support RBIEF and/or have additional questions
 Contact: MBIA | Phone: 734.261.0123 | Email: boatmichigan@mbia.org
 Recreational Boating Industries Educational Foundation (RBIEF)
 C/o Michigan Boating Industries Association
 8625 Richardson Rd.
 Commerce Twp., MI 48390



From the Executive Director,

continued from page 3

an important form of family outdoor recreation that can be performed within the CDC guidelines of social distancing. Importantly, once we are allowed to boat again, we need your help to communicate with your customers and all boaters, that boating is a privilege that can be lost again. All boaters must adhere to the guidelines posted through the DNR and Governor's office to use only your own vessel, boat only with members of your current household, and keep social distancing – not rafting. There are many areas of the state that are being policed and tickets are being issued. If it becomes excessive, boating and fishing could be banned as it has been in other states. We continue to communicate this message whenever we can, along with a request to all boaters to be patient with our members who are currently unable to deliver and launch boats.

Secretary of State Looking for Assistance from MBIA

The Secretary of State has recently reached out to MBIA for assistance. As they plan for when and how they will be reopening branches after the COVID-19 shut down, they would like to get a determination of the volume of pending dealer work that needs to be addressed. To help the SOS determine how to get their commercial clients work resolved as efficiently as possible please they have asked us to ask you to communicate via email to David Richmond at: RichmondD1@michigan.gov with your dealership name, location and your pending number of transactions ready to be processed that were not completed prior to the closure.

Moving forward, our goals are to help keep you, your employees, and your customers safe, and also to offer tools to help you move forward, make plans, and thrive once this crisis is over. All recreational marine businesses and organizations should be preparing now to promote and support social distancing concepts as they apply to boating, marinas and boatyard operations as part of our responsible stewardship of recreational boating. MBIA will continue to collaborate with partners at all levels, on your behalf, to find, build, and make available helpful insight and information. We are also working on creating best management practices which our Governor's office is going to want to see once we are ready to re-start our economy, as well as communication materials to help you educate your customers on their best practices.

As always, we thank you for your membership support and promise to stand by your side as we work through this together.

Sincerely,

Nicki Polan
Executive Director



DETROIT TO INSTALL temporary dams

The city of Detroit has begun installing temporary dams for \$2 Million to protect against rising Detroit River levels. Detroit crews, the U.S. Army Corp of Engineers and subcontractors will do the work, expected to finish by May 1. The temporary Tiger Dam system Detroit is using is made up of stacked, flexible tubes filled with water. They can be stacked up to 32 feet high, weighing 65 pounds each without water and 6,300 pounds each filled. The product from U.S. Flood Control Corp. "may be able to divert up to 100 percent of floodwaters," its website says. They can be rolled up and stored after use. To read the full article go to www.mbia.org.

Governor Signs bills TO ESTABLISH "NO WAKE ZONES"

Earlier this month, Governor Gretchen Whitmer signed into legislation a series of bills to help communities establish and enforce temporary "no wake zones" due to the high water situation around much of Michigan. "The bills were very broad initially and we worked with the legislators to better define the language to protect boaters who may have been unaware and subjected to high fines," said MBIA Executive Director Nicki Polan. "We understand the challenges around the high water, but want to be sure there is adequate notification, such a buoys, to notify boaters. We also want to be sure to have the right processes in place to assure all declared locations are justified."

House Bill 5401 and 5402 allow the Department of Natural Resources (DNR), county emergency management coordinator, or county sheriff to set temporary six-week watercraft speed limits during the high-water season and fine violators. HB 5401 and 5402 were sponsored by Representative Gary Eisen, R-Saint Clair Township.

House Bill 5463 provides that an application for a temporary six-month ordinance would require the resolution and copy of public notice; circumstances that justify the temporary ordinance rather than a special rule; a plan by the political subdivision on how the temporary ordinance will be funded and enforced; and a complete list of all local ordinances, regulations, and rules regulating that body of water.

House Bill 5401, 5402 and 5463 work together to combat lakeshore erosion, flooding and degradation across the state by creating a process for establishing "no wake zones" in various Michigan lakes. To view each public act, visit www.mbia.org.

CAREER DAYS DRAWS students

to Detroit Boat Show

More than 440 students, parents and volunteers attended Career Days at the Progressive Detroit Boat Show learning more about careers in the marine industry.

“Like many industries - our members, boat dealers, and marinas, are in desperate need to fill positions as the older generations move into retirement. It’s crucial to fulfil service positions to keep boats on the water during Michigan summers,” said MBIA’s Executive Director and Show Manager Nicki Polan. “The Progressive Detroit Boat Show is a great avenue to match interested students with more than 150 exhibiting companies to learn more about the industry.”



One group of 50 students from the Bay-Arenac ISD arranged to tour the Avalon-Tahoe manufacturing plant in Alma, Mich. before heading to the boat show.

The show has had a designated Career Day during its nine-day run at TCF Center in Detroit for the past two years, but MBIA decided to extend the free admission for students across all weekdays of the show this year. Students with a valid ID were granted free admission (along with their parents if applicable) and given a booklet with stops within the show to learn more about the industry. Nine exhibitors at the show participated: Aqua Sports Marine, Club Royale, Jefferson Beach Yacht Sales, Silver Spray Sports, Safe Harbor Toledo Beach, Tommy’s of Detroit, Walstrom Marine, Wonderland Marine West, and Yamaha.

“We saw a dramatic increase in participation in Career Days this year. Two students from Wayne State University are interested in summer internships at the dealership,” said Andy MacLachlan from Jefferson Beach Yacht Sales.

Three marine tech education programs are scheduled to begin in Michigan in 2020 at the Great Lakes Boat Building School, Macomb Community College, and Oakland Community College.

According to the National Marine Manufacturers Association, the boating industry in Michigan supports more than 31,000 jobs and 1,400 businesses. There are nearly one million boats registered in the state. The annual economic impact of boating in Michigan is \$7.8 billion. **For more information on careers and industry scholarships, visit boatmichigan.org/careers. MBIA will list all member job postings free of charge - Send listings to lszlaga@mbia.org.**

MI MARINE TECH SCHOOL

Announcement at Detroit Boat Show

The Great Lakes Boat Building School in Cedarville, Mich. announced an exclusive partnership with Mercury Marine at the 62nd annual Progressive Detroit Boat Show. The partnership creates a new education opportunity for aspiring marine technicians in Michigan.

“Workforce development, is a top priority for MBIA and we are so pleased to have been able to assist in the acquisition of grant funding for this initiative and to see this partnership between Mercury and GLBBS finalize the program which will start this fall,” said Nicki Polan. “Like other states Michigan, is in dire need of marine technicians today and will see a greater need in coming years as many technicians reach retirement. Our job now is to fill the classes with interested candidates.”



The Great Lakes Boat Building School will be offering its students a 12-month, 42-credit-hour Mercury Marine Maintenance Program through a recent partnership with Mercury Marine and Mercury University, Mercury’s training division, beginning the Fall semester of 2020.

Upon completion of the course, which includes extensive hands-on training on equipment supplied by Mercury, as well as applicable M-TEK courses (Mercury’s on-line Marine Technician’s Essential Knowledge E-Skills programs), the students will receive a Mercury Maintenance Certificate, demonstrating their successful completion of the course and their familiarity with Mercury’s maintenance procedures and engines.

“We have a large number of dealers in the Great Lakes Region who are looking to hire qualified technicians,” said Nick Van Nocker, training technology manager, Mercury University. “This partnership allows us to focus on providing qualified marine technicians for this area of the country. It benefits our dealers and our customers, all of whom are getting better-trained technicians.”

“We are excited about the opportunity to partner with Mercury, which will further advantage our students as we strive to provide the best education available to the industry,” said Joseph D. Reid, chairman of the board, Great Lakes Boat Building School. “Our curriculum is completely industry driven by our advisory board, assuring it will always be fresh and right on target.”

“Dealers can hire someone with this certificate knowing they are hiring someone who can immediately contribute to the dealership, know their way around Mercury products and are already partway towards being certified,” Van Nocker added.

“It only makes sense that a strong boating state like Michigan has marine related education available locally,” said Polan. “And with such a high boating population, we have a great pool of interested candidates to draw from.”



MBIA boat show updates

More than 54,500 people enjoyed the 62nd Annual Progressive Detroit Boat Show which ran January 18 – 26, 2020 at the newly named TCF Center (previously Cobo Center). The show was held four weeks earlier in 2020. The January dates became available when the North America International Auto Show moved to June. "Hosting the show in January helped Michigan boat buyers get their boats into the manufacturers' production schedule earlier, helping assure these boats are delivered in time for spring launch. January manufacturer and dealer incentives are also typically the best of the year, which helps lower the pricing, and the new January dates also gave dealers a jump on the selling season," said Show Director Nicki Polan.

The show again filled three halls at TCF Center, and at nearly 500,000 sq. feet, was packed wall-to-wall with nearly 700 boats from 10 – 46 feet in length. "As usual, our exhibitors made us proud. More than 150 exhibitors brought in 72 new model introductions, the latest in design and technology, docks, gear, services, electronics and more for our Great Lakes market," said Polan. "What resulted was an impressive and professional marketplace of all things boating and the opportunity to highlight the benefits of the boating lifestyle to a new audience."

The Progressive Detroit Boat Show is considered among the top shows in the country based on size, attendance, and sales. Comments from many exhibitors indicated they experienced solid sales and gathered quality leads during their 9 days at TCF Center. Studies have shown some dealers can attribute 30 to 50 percent of their annual sales to the sales and leads generated at the show.

"We exceeded our sales goal by 50 percent at this year's show and our post-show follow up has been solid," said Tom Ervin, President of Walstrom Marine in Harbor Springs, Mich.

"We had a record show and are excited to be able to kick off the season a month earlier," said Colony Marine President Pete Beauregard.

"Boating enthusiasm is alive and well in Michigan," said Patti Smith, vice president of sales & operations at Silver Spray Sports and MBIA Immediate Past Chair. "We are blessed to be in our 10th consecutive growth year and to have a show full of people looking forward to the summer."

"Comparing January to January sales from last year, we are way ahead of the curve," said MBIA Director Rob Davis, owner of Club Royale. "And now we have an additional 4 weeks to follow up on our leads."

"My message comes to you from more than just a 'sales aspect' as I have the pleasure of being at your show for the set up and take down as well. I thought that the move in and out processes were as smooth as I've seen them, the union members were as friendly as I have ever seen, overall cleanliness of the facility, the aisle carpet, and on top of that, real actual qualified buyer numbers in attendance were high!" said Joel Shoemaker, General Manager Walstrom Marine.

"I'm excited to be ahead of the game instead of the one of the last shows in the country," said Mike Raguso, owner of Lakeside Formula. "When ordering a custom boat, getting the order into production early is important for our customers, especially in

Michigan with our shortened boating season."

Attendance was down 22 percent from 2019 due to the first weekend snowstorm and a host of other potential factors. While some exhibitors had record sales, others reported decreased sales comparing show to show, not January to January. "Date changes can be challenging even when they are better dates for consumers purchasing boats. We've been told it can take a year or two to re-set the mindset in a market," said Polan. "It is impossible to compare apples-to-apples this first year."

Progressive Novi Boat Show

The Progressive Novi Boat Show sold out of space again in 2020, wall to wall with hundreds of boats and a full Harborside Marketplace featuring products and services geared towards lakefront living. Due to mandates coming from Oakland County and the Michigan Governor due to the coronavirus pandemic, the show was shut down for the last three days of the show. Shows around the country were also shut down at this time. MBIA will discuss with Suburban Collection Showplace management once the Pandemic mandates are lifted and try to find a time in the future to host a selling opportunity at their location. MBIA will also continue to promote boating on social media throughout the spring and summer steering boaters to our member locations. Thank you to all exhibitors for their patience and understanding during this difficult time!

Progressive Metro Boat Show

Plans for the 11th annual Progressive Metro Boat Show will proceed as planned at this time for September 17-20, 2020 at the Lake St. Clair Metropark in Harrison Twp.

ADVANCING, PROMOTING &
PROTECTING BOATING
IN MICHIGAN (SINCE 1958)

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Websites:

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

Strong Effort Needed from Members to OPPOSE WIND TURBINES IN THE GREAT LAKES

MBIA and the Lake Erie Marine Trades Association (LEMETA) are calling on our members to take a stand and contact their Congressional Representative to request that no funding go to the placement of wind turbines in the Great Lakes. Our friends at LEMETA recently shared a report from Gongwer stating local officials are ramping up efforts to convince state regulators to approve the "Icebreaker Wind Project" eyed for Lake Erie, and are pushing for the project to be constructed as soon as possible. To view the article from Gongwer, go to www.mbia.org

We are not opposed to alternative energy sources, but if we want to protect fish migrations, bird migrations and keep our waterways from becoming industrial wind farms, it is imperative that we take a moment and contact our U.S. Congressional leaders and let them know you oppose any funding for wind turbines in the Great Lakes.

