



Marine Trade NEWS

The voice of boating in Michigan

3rd Quarter 2020

**FIGHT CONTINUES TO KEEP
wind turbines out of great lakes**

**“GET ON BOARD” CAMPAIGN
promotes boating and fishing industries**

**EDUCATIONAL FOUNDATION GRANTS
\$ to worthy scholarship recipients**

**MBIA PLANS TO MOVE FORWARD
WITH boat shows following guidelines**

**MBIA MEMBER BENEFITS
help in the wake of pandemic**



CALENDAR

July 21
**MBIA Board Meeting
SW Regional Meeting**

Location TBD
Check Events on MBIA.org as updates become available.

July 28
SE Regional Meeting

Location TBD
Check Events on MBIA.org as updates become available.



metroboatshow.net

**Save the Date! December 1-2
Recreational Boating
Educational Conference**

Embassy Suites, Grand Rapids
Check Events on MBIA.org as updates become available.

MBIA AWARD NOMINATIONS

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.



WELCOME new member

Capt. John Yacht & Pleasure Craft Services
St. Clair Shores, MI
Capt. John Fanti
johnfanti@sbcglobal.net

Cedarville Marine
Cedarville, MI
Teresa Carmichael
Teresa@flotationdocking.com



Gallagher Charter Lakes
Grand Rapids, MI
David Graham
david_graham@ajg.com

Marsh Brothers Inc
Quincy, MI
Mike Marsh
mike@marshbrothersonline.com

Matteson Marine, Inc.
Shelbyville, MI
Vaughn Mills
vaughn@mattesonmarine.com

Midway Marina
Wyandotte, MI
Craig Markin
craig.bvstore@wyan.org

Starboard Choice Marine
Edwardsburg, MI
Stephen Peterson
steve.peterson@stbcm.com

The Moorings Association
New Buffalo, MI
David Multack
dmultack@braesidegroup.com

RUN FOR THE MBIA board of directors

Contact Committee Chair Jim Adams or Nicki Polan with your interest to run for the MBIA Board of Directors. To contact Jim email: jadams9374@gmail.com or Nicki: (734) 261-0123, ext. 4 or npolan@mbia.org.

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

from the EXECUTIVE DIRECTOR

Efforts from 20 years ago protect our industry today.



It has been a stressful four months for all of us and I want to be sure you know that MBIA has been with our members and the boating industry every step of the way. We worked diligently to get boating back underway, produce videos to show how safely boats can be delivered and launched, get marinas and dealership open again, then liveries, bathrooms, and finally our efforts turn to protocols for safely opening pools, club houses, and boat shows.

Through these months we have had constant contact to the Governor's office through our lobbying firm Muchmore Harrington Smalley (MHSA), and I must thank both Bret Marr of MHSA and Jim Stewart, our attorney, who worked by our side, 12 hour days, 7 days a week for 8 weeks when the initial pandemic shutdown came to Michigan. We also received help from our Board, our members, other marine trade associations, and partner groups at the state and national level. It has been a remarkable collaborative effort, and we are grateful to you all.

As our industry is nearly fully underway, we know our members are all still very busy trying to catch up. High water is still an issue in many parts of our state. The devastating dam breach in Midland has impacted many of our members as well.

However, there is a silver lining to this pandemic. As people searched for safe ways to recreate during the shutdown, many came to understand something that boat owners have known all along. Boating offers families a safe, healthy, and fun recreational opportunity like no other activity. This knowledge has led to a spike in traffic on our industry's DiscoverBoating.com website and ultimately a spike in traffic into the dealerships to purchase boats. What was thought to be a lost selling season in March and April has bounced back quickly and vigorously.

Canceled trips to Europe, U.S. destinations, theme parks, and cruises have left families with discretionary dollars and seeking alternative recreational choices in these uncertain times. Ultimately with the abundant water resources of our Great Lakes State, and the desire to stay close to home, it is no surprise boating and fishing have come to the forefront.

There is likely to be an even greater demand around the corner with our industry's new marketing campaign released in mid-June called "Get On Board." As summer kicks off stresses typically subside, but unfortunately, today the stress persists across America. The "Get On Board" campaign aims to help more Americans experience the restorative health and wellness benefits of recreational boating and fishing. With the #TheWaterIsOpen, it reminds all that boating offers space, freedom, and safe family fun. The campaign also showcases our industry's commitment to inclusion.

With this increased demand, boat shows will be more important than ever. The Governor's "Large Events Workgroup" has submitted best practices which we are prepared to implement to assure our MBIA produced boat shows are a safe and fun environment at which you can exhibit and consumers can shop for all things boating. Our commitment to safety extends to our staff, exhibitors, their employees,

and our attendees. Our September Progressive Metro Boat Show is an outdoor event and spans nearly 475,000 square feet offering plenty of room for social distancing throughout the Lake St. Clair Metropark. Our January Progressive Detroit Boat Show (500,000 sq. ft.) and March Progressive Novi Boat Show (425,000 sq. ft.) will also implement every recommended best practice whether required or not. Hopefully, we will receive approval to conduct these events soon, to help current and new boat owners find the boats, motors, trailers, and accessories they want and need and to help our members continue to recover.

Unfortunately, even as Michigan and our members recover, the impacts of C-19 continue on many levels. Michigan lawmakers and the Governor will have to make \$2.6 billion in budget cuts and adjustments to the state's nearly \$60-billion budget in the next few months largely because of the COVID-19 pandemic. Fortunately, our Michigan Waterways Fund is safe. Twenty years ago, when Michigan was in a similar budget crisis, the state was planning to take funds from Michigan's Waterways Fund (WWF). Fortunately, because of MBIA's efforts, this plan was stopped with a ballot proposal, which passed, and now MI's WWF funds are constitutionally protected. These funds are critical to our industry as they are used to build and maintain Michigan's 1,200 boating access sites, our state-run marinas, MI's Harbors of Refuge, and also fund marine law enforcement.

On another subject, MBIA is diligently working on a long list of other initiatives including fine-tuning the new Secretary of State boat registration process, meeting with MDNR and EGLE and WSIA's new Wake Boat Subject Matter Expert, and working alongside our Ohio partners to keep wind turbines out of Lake Erie. There are so many reasons why wind turbines in our Great Lakes is a bad idea. From dredging up decades of polluted sediment that risks our drinking water to economics that make no sense for consumer. Please help us protect Lake Erie from the proposed "Ice Breaker" project. Please ask your friends, family, staff and customers to go to SaveOurBeautifulLake.org to learn the facts and sign the petition to stop this project before our most precious natural resource is destroyed. Clean energy is great. NOT FOR LAKE ERIE or any of our Great Lakes!

As always, we thank you for your ongoing membership support and wishing you ongoing health and prosperity.

Hope to see you on the water,

A handwritten signature in black ink that reads "Nicki Polan".

Nicki Polan
Executive Director
Michigan Boating Industries Association



FIGHT CONTINUES TO KEEP wind turbines out of great lakes

There are so many reasons why wind turbines in our Great Lakes is not a good idea. From dredging up decades of polluted sediment that risks our drinking water to economics that make no sense for consumer. Please help us protect Lake Erie from the proposed “Ice Breaker” project. Visit SaveOurGreatLakes.org to learn the facts and sign the petition to stop this project before our most precious natural resource is destroyed. Please share with your family, friends, and customers!

Just some of the environmental effects feared if wind turbines were placed in the Great Lakes:

- The effects that Project Icebreaker will have on human environment are uncertain.
- There is uncertainty to potential impacts on Lake Erie’s already fragile ecosystem.
- Wind Turbines are known to harm birds and wildlife. Millions of birds cross Lake Erie during migration periods each year. Lake Erie was named a “Globally Important Bird Area” by the

Audubon Society. Lake Erie is also habitat to endangered and threatened bird species.

- Wind turbines are known to leak oil, grease, and industrial lubricants Each of the proposed turbines will carry 404 gallons of industrial lubricants in their gearboxes.
- The Block Island Wind Farm, in the ocean off of Rhode Island, has found that “the area where the cable lines extend to the mainland, it’s completely devoid of fish. These used to be fruitful fishing grounds.”

The MBIA is in favor in clean energy and is a founding partner in the Michigan Clean Marine Program, but not at the cost of Lake Erie or any of our Great Lakes!

Visit SaveOurGreatLakes.org to sign the petition to stop this project before our most precious natural resource is destroyed.



CLEAN MARINA PROGRAM **update**

In-person Clean Marina Classrooms scheduled for earlier this spring were cancelled due to COVID-19. Since the season quickly became backlogged because of closures, and marinas are busy with their peak season, these classrooms will likely be replaced with virtual events this fall. In the meantime, for questions or working towards certification or re-certification, marinas can utilize the online classroom which can be found on michigancleanmarina.org.

The MBIA Pledge Campaign is ON!

MBIA members who pledge to become a clean marina this year will have their \$100 pledge fee waived! Don’t miss this great opportunity, but don’t delay quantity is limited!

The benefits of being a clean marina are many! Not only are certified marinas stewards in keeping Michigan’s waters clean and safe, there are many cost-savings associated with best practices, positive public perception for environmentally conscious boaters, listings on CMP website to increase awareness and much more.

Visit Michigancleanmarina.org for more!

“GET ON BOARD” CAMPAIGN promotes boating and fishing industries

Recreational Boating & Fishing Foundation’s (RBFF) Take Me Fishing brand and the recreational boating industry’s Discover Boating brand launched “Get On Board.” As summer kicks off and states begin to safely reopen amidst COVID-19 and stress is on the rise across America, the campaign aims to help more Americans experience the restorative health and wellness benefits of recreational boating and fishing.

A tagline video, social media posts, images and web banners are among the free tools available to promote the industry. MBIA encourages you to use these tools and increase the presence of these messages throughout the boating season.

“We applaud the efforts of RBFF and NMMA’s Discover Boating for this fantastic Campaign,” said VP of Marketing Amanda Wendeker. “The video is eye catching and modern, the photos and social media tools are readily available and easy to use for all boating businesses to increase awareness of our beloved sport.”

“As our industry looks to regain its footing during the global pandemic, uniting around a campaign that conveys the ability of boating and fishing to provide stress relief, a vacation close to home, and the ability to connect with loved ones, is a message that’s needed more than ever,” said RBFF President and CEO Frank Peterson.

This first-time collaboration between Take Me Fishing and Discover Boating has the two brands pooling resources to bring the new campaign to life after coronavirus interrupted their previous, individual plans for the summer. Helping to solidify the campaign’s success is engagement from across the industry in helping spread the word that the water is open and we’re all invited to “Get On Board.” RBFF, the National Marine Manufacturers Association (NMMA) and the Marine Retailers Association of America (MRAA) are working with the American Sportfishing Association (ASA), BoatUS, the Water Sports Industry Association (WSIA), American Marina Industries (AMI), Sea Tow, marine trade associations including MBIA, and many others. With these groups reaching countless active and future boaters and anglers, the campaign will be amplified like never before.

Use the new campaign and other resources at growboating.org
A link is also available under Resources on mbia.org.



EDUCATIONAL FOUNDATION GRANTS \$ to worthy scholarship recipients

The Recreational Boating Industries Educational Foundation met in June to discuss scholarship allocations, marketing initiatives and more. The RBIEF Board voted unanimously on a new logo, as seen in the image to the right to help rebranding the organization with a modern feel. The Board also spent time and effort to establish a concise mission statement for the organization.

Advancing opportunities for scholarships and training benefiting Michigan's marine industry.



The RBIEF Board increased the amount of funds distributed this year, as qualified applicants expressed keen interest in careers in the marine industry. The Board awarded \$8,250 in scholarship funds to 8 students. The RBIEF scholarship fund was developed in 1986 by the MBIA. Traditional scholarships are awarded to college students interested in a career in the marine industry, as well as current MBIA members and their employees for industry conferences, certifications, and other training programs. Continuing education "industry" scholarship applications can be submitted year-round and are available on mbia.org.

With this granting, the fund will have distributed \$391,117 to deserving recipients. The RBIEF Board has allocated another \$1,500 for industry scholarships in 2020.

"Michigan's marine industry needs qualified and educated individuals to continue to be the third largest marine market in the country," said RBIEF President Jim Coburn of The Coburn Consulting Company. "RBIEF is proud to provide funding and opportunities for individuals who are interested in having a career in boating."

2020 RBIEF scholarship recipients:

- Ryan Austin – Gregory P. Krueger Scholarship
- Margaret Bailey
- Gretchen Hambrick
- Nicholas Kehrig
- Taylor Mowery
- Taylor Oselka
- Matthew Reynolds
- Mackenzie Thomas

The Gregory P. Krueger Scholarship is a named scholarship in the memory of RBIEF co-founder, MBIA Board Director and President of Jefferson Beach Yacht Sales, Greg Krueger. The scholarship has been awarded each year since his passing to an esteemed recipient who has shown perseverance and strives for education in the marine industry.

The MBIA Board donated \$15,000 to the educational foundation in 2020 and encourages others to donate as well. Contributions are tax deductible. Visit MBIA.org and Click on Educational Foundation under programs for more information.

WORKFORCE DEV. AND MARINE TECH education remain priorities for MBIA

Throughout 2019, MBIA and our partners worked tirelessly to begin three training programs in Michigan to train marine technicians for the ever-growing amount of positions open in our state to keep boats in the water. Great Lakes Boat Building School in Cedarville will begin its 12-month certification program this fall, and already has more than half of the class positions accounted for. Macomb Community College was set to begin in March this year, but was delayed due to the pandemic. Their new start date is in November of this year. Oakland Community College was also set to begin this fall, and we will bring you that update when it's available. Other connections have been made in the Traverse City and Zeeland area with schools training marine technicians to pair these students with MBIA members. Please stay tuned to the MBIA E-news for listings of candidates eager to get an internship or start a career in the industry. We appreciate the work our members have done to contribute to the growth of these initiatives, but it is not over. MBIA will work to pair graduates from these programs with our members who are in need of technicians. For those looking to educate current employees: industry scholarships are available year-round through RBIEF, and marine technician training is high-priority for the scholarships as it is for the industry.





MBIA plans to move forward with the Progressive Metro Boat Show September 17-20 at the Lake St. Clair Metropark in Harrison Twp.

“The MBIA Board and staff believe boaters are social people and are eager to get out – especially to an event hyper focused on what they enjoy most,” said MBIA Executive Director and Show Manager Nicki Polan. “We expect attendance to be strong.”

Dealers have reported strong spring sales to MBIA, and this show is important to carry that selling momentum into the fall season.

To address the pandemic and social distancing regulations wider aisles, hand sanitizing stations, one-way traffic, e-ticketing only, day-specific ticket sales, and many more practices are being discussed and surely will evolve over the next several months. The MBIA is communicating with state officials and the Governors office that our event can be opened safely with social distancing and attendance monitoring. And when official event guidelines are available, MBIA will be sure to be in compliance.

“The serene outdoor marina landscape at the Metropark along Lake St. Clair allows for a safe show experience,” said Polan. Along with hundreds of boats of every size for every budget to see and purchase, the show also plans to host live music entertainment, food and drinks, and much more, all within the guidelines of the state and industry.”

Contracts and first right of refusals have already been sent to 2019 exhibitors, if you would like to exhibit in the show, please contact Bethany Sly at bsly@mbia.org or call 734-261-012 ext. 2. Like the Progressive Metro Boat Show, MBIA plans to also move forward with the Progressive Detroit Boat Show and the Progressive Novi Boat Show in 2021, with the necessary safety precautions. Watch your inbox for renewal contracts this summer. MBIA will update all exhibitors as new developments are made and protocols are put in place. Please be advised that floorplan, entrance and traffic changes may be necessary to comply. We appreciate your support! Date for 2021 are:



Interested in Exhibiting? Contact Bethany Sly bsly@mbia.org or call 734-261-0123 ext. 2.

MBIA MEMBER BENEFITS help in the wake of pandemic

As Covid-19 is having a dramatic impact on our lives, it is also changing the way we do business. While mandates are constantly changing, and businesses are starting to open up, we face many challenges in keeping our employees and customers healthy and safe while adhering to recommended practices and guidelines. MBIA offers a variety of membership benefits designed to not only save you money, but to keep you engaged with your customers and work safely.

Card Connect - Credit Card Processing

MBIA and CardConnect have joined forces to offer members a simple, secure, and reliable payment processing solution. CardConnect makes it simple to take payments anywhere, while prioritizing the health and safety of your employees and customers, whether you need to accept payments in-person, online, or over the phone. With exclusive MBIA member discounts and rates, you can expect to save between 10 and 40% on monthly processing fees.

UPS - Shipping and Freight

The MBIA/UPS program provides you with special discounts on a wide array of UPS services including small package and LTL freight shipping. Though out the COVID-19 pandemic, UPS has been committed to the health and safety of their employees, customers and suppliers. With UPS you can expect:

- Compliance with applicable government regulations related to COVID-19
- Ability to track deliveries world wide
- Ability to provide specific delivery instructions such as where to leave deliveries and receive delivery notifications.

MBIA members save up to 30% on shipping. If you have an existing UPS account you are able to easily transfer your account to the MBIA program.

Michigan Chamber of Commerce

The Michigan Chamber of Commerce has made available several on-demand webinars focusing on public safety and economic health as employees return to work during COVID-19. Webinars include topics such as: Having a Preparedness and Response Plan to Safely Return Employees To Work, Navigating OSHA Amid the COVID-19 Pandemic, Reopening Michigan, and many more. When making a webinar “purchase,” you must use the code” MBIA”.

Click on Membership on MBIA.ORG for more information on these and more than 20 cost-saving benefits!

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

CALL FOR CONFERENCE speaker and topic suggestions

Don't forget! The Recreational Boating Educational Conference is scheduled for Dec. 1 and 2 at the Embassy Suites in Grand Rapids. The MBIA plans on making all necessary changes and precautions to make this meeting as safe

as possible, and plans to make some hybrid sessions with virtual logins available.



We also want content to be tailored to our industry, and MBIA members in particular. Please send speaker suggestions and/or topic suggestions to Amanda Wendecker at awendecker@mbia.org or call 734.261.0123, ext. 3 to discuss. We appreciate your input in advance!

