WEBINAR SERIES for members begins in January

MBIA HONORS AWARD RECIPIENTS during rbec

VIRTUAL RBEC deemed a success

BOATMICHIGAN.ORG CONNECTS MEMBERS with consumers this boat show season and beyond

SCHOLARSHIPS available now!

MI RANKS #2 IN U.S. in registered boats!
WEBINAR SERIES for members begins in Jan.

MBIA, with our partners, will begin a webinar series in January bringing experts in relevant topic areas to you with education on subjects like:

- The CARES Act update
- Post-Inauguration Financial Updates
- Processes and New Technology in a COVID World
- Back Office Restructuring from moving funds to fixing your CRM/databases
- Budget Projections – Looking at financials differently with changes in 2020 and beyond
- Business Valuations for transferring wealth.
- Understanding the Boat Yard Storage Lien Act
- Human Resource Issues in the C-19 world

Webinar formats may vary, but will mainly be on Zoom or another webinar platform offering a short session followed by live Q&A session. If there are any other topics you are interested in and would like us to add, please email Amanda at awendecker@mbia.org.

We will start the series off Jan. 11 with... Coronavirus Relief – from PPP Forgiveness to the Next Round of Support. Join MBIA and Maner Costerisan to discuss the status of the first round of Paycheck Protection Program funding and what has come from the expected Emergency Coronavirus Relief Act of 2020. We will review forgiveness tips from the first round as well as discuss the impact of ECRA and what new relief it brings to businesses. Sign up today on mbia.org under Events.

BOARD OF DIRECTORS and officers announced

At the MBIA Annual Meeting on December 2, three marine business people were re-elected to serve as directors of the MBIA.

Rob Davis of Club Royale in Waterford and Chris Lisowicz of North Shore Marina in Spring Lake were re-elected as State-Wide Directors, Pete Beuregard, Jr. of Colony Marine in St. Clair Shores was re-elected as SE Regional Director. All will serve three-year terms.

During the MBIA Board Meeting on December 10, the MBIA Board voted to appoint Patti Smith to the open state-wide director position.

Officers appointed for 2021 remain: 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 2021 include: Jim Adams, Freeway Sports Center; Jim Coburn, Coburn Consulting Company, Tom Ervin Walstrom Marine, Amy Krueger Malow, Jefferson Beach Yacht Sales, Tim Tadsen, Toledo Beach Dockominium Assoc., and Warren Wolf, Wolf’s Marine.

Congratulations to all!
WELCOME to 2021 - Optimism sprinkled with continued uncertainty

With 2020 behind us, we are looking at 2021 with optimism – even as we acknowledge that we are still in the midst of some of the most uncertain times filled with pressing challenges.

What will 2021 bring us? There are still many unknowns, but surely, we can begin to prepare. We will have 30 new members in the legislature in Michigan, so our education process will begin shortly after the start of the new year - helping all in Lansing understand the importance of our industry on the state’s economy and to its citizens.

The budgeting process for the state of Michigan will be a difficult one, so MBIA will also be educating the legislature on how Sales Tax on the Difference in this state is a win for all - consumers, businesses, and the state. As you well know, STOD keeps boat sales in Michigan which would have otherwise been lost to other states. This keeps sales tax in Michigan, creates stronger businesses which then hire more people, and gives the consumer a tax break. Fortunately, our waterways funding is constitutionally protected due to MBIA’s efforts in the late 80’s to pass this important legislation.

In mid-January, MBIA will work with our lobbying team in Lansing to identify leaders for our Michigan Boating Caucus and schedule a time to meet with this group of influencers.

Our relationships with the Michigan Department of Natural Resources and the MI Secretary of State’s offices are strong. Just as we did in 2020, we will continue to work with these very important governmental agencies to keep Michigan focused on the maintenance of our public access sites, marinas and fisheries.

At the close of 2020, MBIA was monitoring 132 bills introductions for impacts to our industry and members. We have supported as many as we have opposed. MBIA supported Proposal 1 creating more funding for recreational development, legislation protecting game fish from commercial harvest, funding for infrastructure to mitigate damage from high water, streamlining the permitting process when faced with high water threats, and more. MBIA urged the Governor to provide funding to help stop Asian Carp and celebrated when Michigan committed $8 million to the Brandon Road Lock and Dam project. There are too many to list here but you can find more information on our website mbia.org.

At the federal level, 2020 was equally as busy and preparation for 2021 is underway.

Some examples include: The MBIA signed on to a letter of support for H.R. 7552 the Providing Resources for Emergency Preparedness and Resilient Enterprises (PREPARE) Act. The PREPARE Act would bring funding to build infrastructure to protect against high water damage. MBIA also signed on to a coalition letter calling on Congress to overturn the IRS decision on the deductibility of expenses associated with PPP loan forgiveness and supported the legislation to fund the Sport Fish Restoration and Recreational Boating Trust Fund, as well as the National Flood Insurance Program.

Our weekly calls with other states through the Recreational Boating Leadership Council helps marine trade associations like MBIA connect, and provide resources and insight into legislation in other states that might be coming our way. Calls will continue in 2021.

While May traditionally would have taken us to Washington D.C. for the American Boating Congress, and our meetings in Lansing would have been in person, this year all were held with video conferencing. Surprisingly, the connections with our legislative leaders were real and meaningful in this virtual platform, and while we may eventually get back to in-person meetings, I feel there is value in keeping this platform working alongside in 2021.

The world has changed but through this change we have grown. What we have learned should help us prepare for a better 2021. We have many challenges to work through together including bringing back boat shows, keeping our new boaters in the fold and continuing to grow this customer base. Also educating all boaters on safety and stewardship and educating young people on the many career opportunities our industry has to offer.

Despite the uncertainty and challenges, moving forward there are many things we are sure of and grateful for including that boating and fishing have provided stress-relief, a safe-haven, and outdoor fun for people in Michigan during this stressful 2020, and at the same time buoyed many of our member businesses.

We are also grateful for the membership support you give us and the leadership of our Board which has assured that MBIA will be here for you in 2021 despite no boat shows for funding.

We look forward to navigating 2021 with you for a better year for all.

Hope to see you in-person soon,

Nicki Polan, Executive Director
Michigan Boating Industries Association
MBIA HONORS AWARD RECIPIENTS during rbec

HALL OF FAME

Pete Beauregard, Jr. of Colony Marine Sales and Service in St. Clair Shores and Pontiac has been inducted into the MBIA Hall of Fame for the year 2020.

“The MBIA Board of Directors voted unanimously that Pete be inducted for contributions far beyond support of the MBIA’s mission - as he is highly respected and an inspiring leader, who has proven through his generosity of time and shared insight to be truly committed to the success of Michigan’s boating industry,” said MBIA Chairman Tom Den Herder of Yacht Basin Marina in Holland.

Beauregard is the President and Owner of Colony Marine Sales and Service and Michigan Harbor Properties. His career in the industry spans more than 45 years. He first was elected to the MBIA Board in 1990 and has served on the Board for more than 17 years, chairing many committees including Boat Show Advisory, Legislative, and PAC.

Beauregard was recently inducted into the Macomb County Hall of Fame and was appointed by Gov. Snyder in 2018 to serve a 3-year term as a MI State Waterways Commissioner where his priorities include repairing and upgrading our aging Michigan marinas and launch sites and promotion of the recreational boating industry.

“Pete’s passion for our industry resonates throughout his family and friends, the community and state,” said MBIA Executive Director Nicki Polan. “With this induction, Pete joins his father as a Hall of Famer - Pete Sr. was inducted in 1995.”

LIFETIME ACHIEVEMENT

MBIA has awarded Chris Lisowicz of North Shore Marina and Barrett Boat Works in Spring Lake with the Ray L. Underwood Lifetime Achievement Award for 2020, for his contributions to the recreational boating industry through leadership, dedication, innovation, and personal motivation.

“Because of his longevity, dedication, and personal integrity, Chris has earned wide recognition within our industry and the respect of his professional peers,” said Den Herder. “The MBIA Board voted unanimously to honor Chris Lisowicz with this, one of our most prestigious awards.”

Lisowicz is the current owner of North Shore Marina and Barrett Boat Works. Chris bought North Shore Marina in 1989 and Barrett Boat Works in 2003. He has dedicated his life’s work to these two marinas and to the success of the industry.

If you stop by the marina, you will normally find Chris working in the yard, and it is this style that has earned him respect and dedication from his employees, his customers, and community. Even with this hands-on approach, Chris has volunteered his service to the MBIA Board for more than 9 years since 2009.

“Chris has been instrumental as a lead member on the Finance Committee which led the charge to update the MBIA’s investment policy and goals in order to assure MBIA will be available to support members through future downturns,” said Polan. “Today, members are benefitting from this charge.”

Lisowicz has also been an ardent supporter of workforce development efforts to bring more young people to our industry to discover new careers.

To see the presentations click on Awards under Membership on mbia.org.
**VIRTUAL RBEC**

**deemed a success**

The 2020 virtual Annual Meeting and Recreational Boating Educational Conference (RBEC) was deemed a success! This year’s event like most others in 2020 was moved to a virtual format and was condensed to a half-day. More than 100 members registered for the event.

“That with the format change, more members and their employees were able to attend and benefit from the education, inspiration, and entertainment RBEC offered this year,” said Polan.

Chairman Tom Den Herder gave his Chairman’s Address, and Executive Director Nicki Polan gave her Association update during the event. Keynote speaker Steve Lerch, who spent 10 years at Google, gave a motivated speech about staying innovative, and amping up customer service, as a follow up plan to our banner year in 2020.

MBIA Lobbyist Bret Marr from Muchmore Harrington Smalley and Assoc. gave the latest post-election legislative update and did an interactive Q&A with attendees. MBIA staff and partners gave quick updates on legal issues, RBIEF, Workforce Development, Membership, the Clean Marina Program and more. If you’d like to know more about any of the topics discussed, please contact the MBIA Office.

**Recordings of the conference were made available for more members to watch following the live event. The recordings are available for a limited time on mbia.org.**

**Mark your calendar for the 2021 Recreational Boating Educational Conference, December 1 & 2, in Grand Rapids!**

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**LIGHTHOUSE AWARDS**

MBIA has honored eight contributing partners with Lighthouse Awards, in appreciation for their extraordinary efforts to grow workforce development in the Michigan marine industry.

“The individuals we honor with this year’s Lighthouse Awards have been dedicated partners—helping our efforts to bring marine tech education to our state,” said Polan. “With their help, we now have two new programs, with more on the horizon, creating a crucially needed talent pipeline for our MBIA members and the boating industry.”

The 2020 Lighthouse Recipients are:
- Valerie Corbett, Project Manager, Workforce Education at Macomb Community College
- Patrick Rouse, Director of Workforce & Continuing Education at Macomb Community College
- Margaret Podlich, Executive Director at ABYC Foundation
- Nikki Storey, President at Great Lakes Boat Building School
- Joseph Petrosky, Associate Provost of Academics and Workforce, and David Bradley, Coordinator of Employer Engagement at Oakland Community College
- Janelle Arbuckle-Michael, Senior Economic Developer at Department of Planning & Economic Development, Macomb County
- Wendy Mackie, President/CEO at Rhode Island Marine Trades Association

These individuals were the core of workforce development success in 2020, including the start of two new marine technician programs at the Great Lakes Boat Building School in Cedarville and at Macomb Community College in Warren. A third program is anticipated to start in 2021 through Oakland Community College.

Students beginning the marine tech program at the Great Lakes Boat Building School
NEW BOATMICHIGAN.ORG CONNECTS MEMBERS with consumers this boat show season and beyond

The MBIA Board had to make the difficult decision to postpone the Progressive Detroit Boat Show due to concerns for safety and mitigating the spread of COVID-19. However, MBIA is communicating with boating consumers that first quarter of the year is still the best time to buy a boat if you want to be on the water in time for spring launch. “MBIA has heard many reports of manufacturer shortages and delays due to supply chain challenges, workforce restrictions and the overwhelming demand from consumers,” said MBIA’s Polan. “We are doing our best to drive customers to our member locations so boats are ordered in time for summer, as well as send the message that boating is a safe, affordable, and fun activity for families.”

A large paid advertising campaign featuring traditional and targeted online marketing will push consumers to boatmichigan.org during the January Progressive Detroit Boat Show dates, January 16-24. The momentum will continue all season long with social media promotion.

The MBIA has done an overhaul of the consumer site Boatmichigan.org to create Michigan’s #1 resource for all things boating. The BoatMichigan Annual Directory, which was previously printed and distributed at the boat shows, will now be an easy-to-use online search for products and services featuring all MBIA members. There will be a search by category as well as by location feature. This directory will have the ability to reach far more consumers in this new capacity.

An event listing will collect dealer and marina promotions happening throughout the show season where consumers can visit member locations directly. Special events, boat show pricing deals, and more can be included. Visit mbia.org for the link to the event form - be included and get FREE promotion!

The site will continue to be a vast resource for boating news, education, videos and other important information. A “New Boater & Rental” area will be a resource for the large influx of new boaters after last summer. Easy-to-read graphics will communicate the most basic of boating laws to make our waters safer for all.

Advertising Opportunities

While the site will feature all members in the product and service directory, there are ways to stand out in the crowd! Prominently placed web banners on the home page and inside pages are available to purchase. Donate a giveaway valued at $500 or more for premier placement on a pop up that will appear to all site visitors as an enter-to-win campaign. There is limited availability and banners will be offered on a first-come, first-serve basis, so don’t delay! The cost of these opportunities has been priced very reasonably for the first to jump on these offers. To learn more about these opportunities contact Bethany Sly at bsly@mbia.org or call 734.261.0123, ext. 2
Due to COVID-19 all in-person Michigan Clean Marina workshops were cancelled in 2020. A virtual Live Webinar was held on Thursday, Dec. 3 hosted by Liz Szlaga and Danielle Fahim of MBIA and Elizabeth Striano of MISG along with the three Clean Marina Specialists. The event was deemed a success, with more than 25 people attending and at least one marina pledging to become a certified marina. The webinar started with a brief presentation about the Clean Marina Program, the updated 10-step process to becoming certified, the new Certification/Recertification Checklist, and how to use the updated website. If you missed it, and would like to see the update, the webinar was recorded and will be shared on michigancleanmarina.org.

MBIA and the Clean Marina Specialists have worked hard to overcome many challenges this year, but still saw great success, with three MBIA Members pledging to become certified, 11 new certifications and 11 recertifications.

Marinas Recertified in 2020:
1. Yacht Basin Marina in Holland
2. G. Marsten Dame/ Northport Marina in Northport
3. City of Harbor Springs Marina in Harbor Springs
4. Mackinaw City Municipal Marina in Mackinaw City
5. All Seasons Marine in South Haven
6. Copper Harbor State Dock in Copper Harbor
7. Eagle Harbor State Marina in Copper Harbor
8. East Tawas State Dock in East Tawas
9. Lac Labelle State Dock in Copper Harbor
10. Port Austin State Dock in Port Austin
11. Miller Marina in St. Clair Shores

Marinas newly certified in 2020:
1. Klave’s Marina in Pinckney
2. Ryde Marine, Inc. in Alanson
3. South Shore Marine LLC in Whitehall
4. Eagle Pointe Harbor in St. Joseph
5. Macatawa Bay Yacht Club in Macatawa
6. Pier 33 in St. Joseph
7. SkipperBud’s Cass Lake in Waterford
8. Pentwater Municipal in Pentwater
9. Discovery Pier in Traverse City
10. Michigan Harbor Properties in St. Clair Shores

Congratulations, and kudos to all Marinas that are certified and continue to maintain their certification status. Designated Clean Marinas are sought after by boaters, who are naturally environmentally conscious and love to preserve the waters they cruise.

Thank you to CMP Certification Specialist Heidi Anderson who is moving from Michigan and will no longer be able to to work with the program. Thank you Heidi for all your efforts to further the Michigan Clean Marina Program!

**SCHOLARSHIPS available now!**

RBIEF provides funding to support its goal in the following ways:

**Industry Education:** Support to advance those currently working in the industry - Full or partial funding assistance is available for individuals currently working in the Michigan marine industry to attend specific marine industry training or education programs offered by local, statewide or national marine organizations. Examples may include but are not limited to: MBIA’s Conference, ABYC’s Certification Workshops, NMMA’s American Boating Congress, manufacturer sponsored education, and more. Applications for Industry Education are accepted at any time throughout the year. Funding preference is given to MBIA members and individuals who are employed by MBIA members.

**Traditional Education:** University, College and Trade School Scholarships - Traditional education scholarship awards are made to Michigan resident students who are enrolled or enrolling in higher education or trade school with the intent to pursue a career in the marine industry. There are no restrictions on the type of work one is pursuing, as long as the intention is to apply it to the marine industry. Examples may include but are not limited to: sales, service, accounting, marketing, manufacturing or management. Applications for Traditional Education are due May 1st and awarded later in the summer.

Visit MBIA.org/rbief for more information or to download the applications.
MI MOVES TO #2 IN U.S. in registered boats!

For many years, Michigan held the number one spot for the most registered boats on file in the country. As a four-season state that is impressive, and shows the passion people in MI have for getting out on the water. It was sometime in the 1990s that MI fell to number two to California and then to number three with some shuffling between Florida and Texas, and then Minnesota when they started registering paddle craft.

After a number of years at number three in the nation for watercraft registrations, the MI DNR has announced MI has risen to number two per end of year 2019 numbers from the U.S. Coast Guard.

Why is this important? The Sport Fish Restoration and Boating Trust Fund allocates federal funding to states depending on the number of registered boats on file. The Sport Fish Restoration Program (SFR) provides grant funds to the states, for fishery projects, the development of boating access and aquatic education. The Program is authorized by the Sport Fish Restoration Act (Dingell-Johnson DJ) of 1950. The SFR is funded through excise taxes on fishing equipment, motorboat and small engine fuels, import duties, and interest. These funds are apportioned to states and territories based on a formula which includes land area and number of registered vessels.

Many states require paddle craft to be registered. If MI did, we would surely be number one again as there are an estimated 700,000 paddle craft being used in this state. Not only would MI get more funding from the federal government, but boating and paddling would also benefit at the state level. Approximately 50 cents from every dollar collected from boat registration fees is divided between boating safety and maintenance and construction for public access points. Paddlers have disproportionately benefitted from search and rescue for many years, yet do not contribute to support marine safety operations.

Despite our industry’s interest in registering paddle craft here in MI, the State is not planning to do so any time in the near future. Perhaps, the paddle craft industry, on its own, organizes itself and comes to the table to make Michigan number one again and to reap the benefits which will result from their support.

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