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**Tidings
Newsletter**
Winter 2024

<https://nmraonline.org>



The 2024 show season is underway, highlighted by the first-time collaboration of RV distributor NTP-STAG with Seawide Distribution at Expo 2024 January 15-16, bringing together the RV and marine aftermarkets. In View From The Bridge below, NMRA President Mark Goodman reports on the 2024 Discover Boating® Minneapolis Boat Show®, January 18-21.

View From The Bridge

The feel of Spring is in the air when the Minneapolis Boat Show opens in the 3rd week of January. At least we can pretend. It's a show that I can talk to manufacturers and dealers that I call friends and find out what is happening. Get the feel how the year is going to be like. The 2024 Minneapolis Boat Show had a different feel over the 2023 show - more positive and more hopeful.

Some of my notes from the show: Traffic was up over last year. Dealers were saying that consumers are about 1.5 months behind on the buying process. Consumers are feeling better

about the economy than before. 75% of the buyers are paying cash. Not a lot of 2-3 year-old trade-ins, those consumers are on the side lines because they have low interest loans and owe too much on the boat. Dealers Sold 30%-50% of their 2023 models at the show. One big dealer said he will have the rest of his 2023 inventory gone by March 1st.

Aluminum Boats sold more units than last year. Pontoons some of the manufacturers were flat over last year. A pontoon manufacturer gave big discounts to blow out their 2023 models and it worked.

Talking to dealers, the traffic is down at the stores. The consumers that are coming in are buyers. Sales in December and January were up for 3 dealerships I talked to. One salesman told me January sales were up at the store compared to the last two years. Closing 95% of the consumers that are coming in. I see this as a sign it could be a good year. (But I try to always stay positive). – **Mark Goodman, NMRA President (SGL Sales & Marketing)**

ICYMI: NMRA Elects New Officers & Board Members



Left to right: Mark Goodman, President; Craig Cochran, Vice President; Mike Steiner, Treasurer; Robert Guerrieri, Secretary; Aaron Freeman, Past President.

NMRA elected new officers and board members at the NMRA General Membership Meeting at IBEX 2023 in Tampa.

Taking the helm as NMRA President is Mark Goodman of SGL Sales & Marketing. Joining Mark on the Bridge is Craig Cochran, Vice President (GSW & Associates), Mike Steiner, Treasurer

(West Coast Sales), Robert Guerrieri (Atlantic Marketing), Secretary and Aaron Freeman (Tideline Marketing), Past President. The NMRA Board of Directors includes returning board members Jack Groseclose (North Pacific Marketing), Chris Martorana (The Merifield Company), Nick Gove (Midwest Outdoor Marketing) and Jim Cermak (Thundercat Marketing). Joining the NMRA Board are Parker Bacon (William F. Miller & Associates) and Spencer Talbot (ComMar Sales).

Are You Following NMRA On LinkedIn?

For the latest Association news and programs updates between issues of Tidings, follow NMRA on LinkedIn. <https://www.linkedin.com/company/national-marine-representatives-association>.

NMRA 2024 Scholarships Fund Drive Underway

Since 2008, NMRA has actively contributed to the future of our industry by offering scholarships to students pursuing education in the marine trades.



Last year, we were able to award \$2,500 scholarships to Kyle Bisceglia (left), attending the Webb Institute and Cassandra Serafin (right), attending the Ocean County (NJ) Vocational School.

However, we had more than 2 deserving students for our scholarships last year, if we had the funds available. It would be great if we could award at least 3 scholarships of \$2,500 each this year, so we would need to raise a minimum of \$7,500. Will you participate in the NMRA Scholarship Fund Drive to help make this happen?

We have set a deadline of February 29, 2024 (yes, this is a leap year!) to collect as many pledges of support as possible.

Please reply with your pledge to NMRA at info@nmraonline.org with Scholarship Pledge in the subject line. We will send out invoices on or about April 15, 2024.

Member News & Notes



Boating Industry opens 40 Under 40 nominations for 2024

NMRA Affiliate Member *Boating Industry* [40 Under 40 program](#) is making its return as part of the Top 100 Awards in early 2024.

Each year, *Boating Industry* receives hundreds of nominations from dealer principals, owners, CEOs and many other various individuals in management positions across the industry, all shining a spotlight on young leaders within their organizations. Nominees for the [40 Under 40 program](#) can be from any company or organization that does business in the boating industry and must be under the age of 40 as of Jan. 1, 2024. [Click here](#) to submit a nomination for the 2024 40 Under 40.

Larry Louvier Joins Cressy Marketing

NMRA Rep Group Member Cressy Marketing welcomes Larry Louvier (pictured above) as an Account Manager servicing the marine and RV markets. For the past 30 plus years, Larry has worked for leading marine manufacturers in sales, product development and sourcing. “We are thrilled to welcome Larry to our organization, he brings a tremendous amount of experience and expertise to our sales team,” said Cressy Marketing President Jim Cressy.

<https://www.cressymarketing.com>

Engineered Marine Products Relocates To New, Larger Facility

NMRA Affiliate Member Engineered Marine Products (EMP) has completed the relocation to a new facility. According to EMP President Jim Self, the move is a significant milestone in EMP’s growth and a step towards enhancing the company’s product offering and services. The new location more than doubles usable square footage with room for further expansion when needed. The new address is: 2401 Five Star Parkway, Bessemer, AL 35022.

<https://www.engineeredmarineproducts.com>

GSW & Associates Celebrates Work Anniversaries

NMRA Rep Group Member GSW & Associates is celebrating 4 work anniversaries: Happy 41st work anniversary to Ron Gueterman; Happy 27th work anniversary to Rob Gueterman; and Happy 11th work anniversary to Chris Byal and Paul Berry. <https://www.gswandassociates.com>

Gtechniq Marine Will Be Exhibiting at Miami Boat Show

NMRA Affiliate member Gtechniq Marine will be in Herald Plaza booth HP301 at MIBS 2024, February 14-18. Gtechniq Business Manager Jay Bentley will have sample products available as well as hands-on demonstration pieces to highlight the features and benefits Gtechniq Marine

products offer. Jay is also open to discussing sales representation opportunities across the US. jaybentley@gtechniq.com, <https://www.gtechniq.com>

Ocean Marketing Partners With Metro Marine

Underwater lighting manufacturer Metro Marine has partnered with NMRA Rep Group Member Ocean Marketing for US east coast sales representation.

Metro Marine's unique, patented underwater fixtures solve the two most critical problems commonly found in underwater lighting fixtures: Biofouling and Condensation. As a result, Metro Marine fixtures will never have marine growth on the lenses and will never experience condensation – either of which can result in the failure of an underwater lighting fixture.

<https://oceanmark.com>

Welcome New Affiliate Member Sandspike

NMRA welcomes Michigan-based beach anchor manufacturer Sandspike as a new Affiliate Member. *The company has rep opportunities available across the US.* Company President Jeremy Applecamp also heads fishing products manufacturer Trident Fishing, also in search of representation. jeremy@sandspike.com. <https://sandspike.com>, <https://tridentfishing.net>

VETUS Maxwell Celebrating VETUS 60th Anniversary

NMRA Affiliate Member VETUS Maxwell is celebrating the 60th anniversary of the founding of VETUS this year. In 2023, 50 years of the U.S. division, VETUS Maxwell, was celebrated. In 2019, Maxwell Marine celebrated 50 years since founding in Auckland, New Zealand. Parent company Yanmar was founded in 1912. All the companies will be on deck in Miami Convention Center booth MB1514 at MIBS 2024, February 14-18. <https://vetus.com>

Elettromedia Group Partners With William F. Miller and Associates

Elettromedia Group, Italian-based audio designer and manufacturer, has partnered with NMRA Rep Group Member William F. Miller & Associates. As a partner, William F. Miller is now responsible for representing marine audio products to customers in the greater South and Midwest U.S. territories for two of Elettromedia Group's brands, Hertz Marine and Audison. Both brands recently opened a U.S. distribution center in Nashville, TN.

<https://www.williamfmiller.com>