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**Tidings
Newsletter
Winter 2025**

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Attendance was higher than last year at the Discover Boating® Minneapolis Boat Show®, January 23-26, according to NMRA President Mark Goodman. Mark has more to say about winter boat shows in View From The Bridge, below.

View From The Bridge

What I'm hearing about some of the boat shows so far this winter. Generally, flat to up 15%. Toronto Boat Show was very well attended, the Brunswick Boat Group was very happy with the sales from the show. Lund and Crestliner sales were up from the last two years. The Milwaukee Boat Show was well attended. Boat sales were up from last year. Dealers were happy with attendance, leads and sales. Minneapolis Boat Show attendance was higher than last year, thanks to good weather. Talking to dealers, some were flat or up over last year. Consumers were positive. Dealers believe that it will be better boat selling season over last year – Mark Goodman, (SGL Sales & Marketing), NMRA President.

Marine Trades Scholarship 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 4 scholarships of \$1,000 each to students attending Northwood Technical College, Great Lakes Boat Building School, Lake Careers & Technical Center and IYRS School of Technology & Trades.

However, we had more than 4 deserving students for our scholarships last year, if we had the funds available. A pledge to support the NMRA scholarship fund is a pledge to support the ongoing demand for qualified job applicants in every segment of our industry. The deadline is February 28, 2025, please send pledges to NMRA at info@nmraonline.org with Scholarship Pledge in the subject line.

ICYMI: MANA Ends Relationship With NMRA

In December, NMRA Rep Group members were notified by email from HQ that MANA decided to part ways with NMRA at the end of 2024. MANA membership is no longer included as part of NMRA Rep Group membership dues. Any marine representative group that wishes to maintain their membership with MANA will need to arrange and pay dues directly to MANA. This decision by MANA reflects their organizational priorities and direction moving forward. While this marks the end of their formal affiliation with NMRA, we acknowledge the value MANA has provided to many of our Rep Group members.

Metstrade Re-Branding Underway



Metstrade is undergoing a significant rebranding to reflect its evolution from a traditional trade show into a comprehensive global platform for the recreational marine industry. The new logo includes a new slogan – “Propelling Growth. Harboring Innovation.” The rebranding initiative will be implemented gradually throughout the year across all digital channels, including the Metstrade web site, newsletter and social media presence.

Member News & Notes

Nixon Marine Global Adds Lines, Seeks Reps

NMRA Affiliate Member Nixon Marine Global (NMG) has added Anchoright, maker of chain markers to identify anchor chain length and Sea-Clean, maker of waterless boat cleaning products. NMG needs reps for these lines and also for the company’s other brands, Osculati, Douglas Marine, Scout Antennas, Spiroll, Grunt Boat Cleaner, Super Stainless and LIST. Contact: Keith Nixon, 978-394-0277, keith@nixonmarineglobal.com, or visit <https://www.nixonmarineglobalusa.com>

Shadow-Caster™ Launches New Lights & Controller

NMRA Affiliate Member Shadow-Caster has introduced new, compact NMEA 2000-ready SCM Series of spreader lights, a fingertip-activated courtesy light that networks into any Shadow-Caster Light Commander Series controller (making it remotely adjustable) and a new SCM-DLC Digital Light Controller to make LED strip lights virtually dance, sparkle and create motion effects across their length, all while changing color. Check out these new products at the Shadow-Caster booth (MB3715) during the Discover Boating™ Miami International Show®, February 12-16.

Neal Trombley Celebrates 25 Years @ Gulf Atlantic Marketing

A shout out to Neal Trombley, a past President of NMRA and President of NMRA Rep Group member Gulf Atlantic Marketing. neal@gulfatl.net, <http://www.gulfatlantic.net>.

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