



***Marine Trades Industry leaders gather at the annual MMTA  
“Business of Boating” conference***

The Massachusetts Marine Trades Association held their annual “***Business of Boating***” conference on Thursday January 19<sup>th</sup> at Massasoit Conference Center in Brockton, MA. The conference was well attended with approximately 165 industry owners, managers and staff members participating in the day’s events. Throughout the day attendees had the opportunity to gain information on industry topics relative to their businesses. There were three main group sessions and three, two track options giving attendees several options to choose from throughout the day.

**Conference subjects and presenters included the following:**

- *Setting service up for success, The master service advisor and boat show pest practices* - Key note speaker **Valerie Ziebron** from VRZ Consulting
- *Marine Industry outlook* - **Nicole Vasilaros**, Esq., from National Marine Manufacturers Association
- *Regulatory and government relations update* - **Jamy Buchanan Madeja**, Esq., from Buchanan & Associates

- *2017 employment law update* - **Angela Snyder**, Esq., from Foley & Foley, PC
- *Marine Insurance - What's happening and what's missing from your coverage* - **Steve Prime** from the Gowrie Group
- *How the digital world had changed marketing* - **Tim Davies** from Decibel Media
- *Financial statements - What does it all mean?* - **Jim Gustafson**, CPA, MST, from D.J. Gustafson & Co.

During the luncheon presentation the **2016 Legislator of the Year** was awarded to **Representative. James Cantwell**. Representative. Cantwell represents Scituate and Marshfield and has been a strong advocate for the Massachusetts boating industry, especially in our pursuit for Marine Training and workforce development. Congratulations Representative. Cantwell and we look forward to working with you in the future.



***BOB Conference Chairman - Ed Lofgren, Representative James Cantwell & MMTA President Paul Nowak***

In addition to the Legislator of the year award the MMTA presented a newly created “**Frank Farrell Distinguished Service Award**”. Frank Farrell passed away in 2001 and the Association has wanted to honor him with an award in his name for the last several

years. Frank was the co-creator of the New England Boat Show back in 1957. He was also on the original Board of Directors for the MMTA starting in 1964 and he served as the Executive Director for the Association for approximately 25 years.

The 1<sup>st</sup> Frank Farrell Distinguished Service Award was presented to **Joe O'Neal** the former Director of the New England Boat Show. Joe ran the New England Boat show for 35 years and is a true gentleman within the industry. As Director Russo pointed out "*We didn't take it lightly giving the award to Joe; Frank and Joe were cut from the same cloth. Both were boat show guys in their own right*". Congratulations Joe and we look forward to remaining in touch in the future.



***MMTA Director. Larry Russo Sr. and Joe O'Neal***

The Business of Boating conference is hosted by volunteers and staff of the MMTA and MMTET. The conference is made possible by the generosity of our conference sponsors including:

**3A Marine, Admiralty Insurance, Baert Marine, Bayside Marine, Boston Boat works, Brunelles INC., Burr Brothers Boats, By-The-Sea, Constitution Marina, Crosby Yacht**

**Yard, DJ Gustafson and Co. Eastern Yacht Sales, Finck & Perras, Foley & Foley, Esq., Harbor Strategies Group, Hingham Shipyard Marinas, IMTRA, Integrity Merchant Solutions, John W. Furrh Associates, Kellogg Marine, Brewer Yacht Yard, Manchester Marine, Marine Max Russo, Massasoit Community College, N.E. Marine Documentation, Nauset Marine, Paycor, Rhode Island Analytical, Robalo, Rockland Trust, Sterling Associates, Wallace Software & West Marine Pro.**



***Keynote speaker Valerie Ziebron from VRZ Consulting***



**Steve Prime from the Gowrie Group**

Business of Boating Conference Chairman **Ed Lofgren** commented *“The Business of Boating conference is now the leading marine industry event in the north east. We are consistently looking to improve the lineup to ensure those investing in our conference feel they are receiving a strong value. On behalf of the Conference committee we would like to thank everyone that was able to attend the BOB conference.”*

**Follow up survey:**

If you have not already done so, can you please take a few minutes to fill out the follow up survey regarding the conference? Your feedback is very important to us as we look to make improvements for the 2018 conference and for future years in general.

**The link for the survey is as follows:**

**<https://www.surveymonkey.com/r/CSSNZKP>**

**\*\*\* SAVE THE DATE FOR THE 2018 BUSINESS OF BOATING CONFERENCE:**

**THURSDAY**

**JANUARY**

**18TH,**

**2018**

Thank you and have a great weekend everyone...

