



MASSACHUSETTS KIDS BOATING DAY

SATURDAY JUNE 10TH, 2017...

THE MASSACHUSETTS KIDS BOATING DAY WEBSITE IS NOW LIVE:

WWW.MASSKIDSBOATINGDAY.ORG

Please visit this site to stay in touch with the latest

information on Mass Kids Boating Day. You may also register an event online if your organization would like to host a kids boating event on Saturday June 10th. The more events occurring on Mass KIDS Boating Day the more we will be able to showcase the boating industry in Massachusetts in a positive manner. We want to focus on the work youth boating programs are doing in our state to get more kids on the water enjoying the boating lifestyle. The more kids that we are able to get on the water today the better off our industry will be tomorrow...



**THE AMERICAN
BOATING
CONGRESS**

MAY 15-17, 2017



(From left to right) MMTA Board member Larry Russo Sr., MMTA Executive Director Randall Lyons and MMTA member Kevin Lussier attend a National Safe Boating Council reception at ABC.

American Boating Congress (ABC) review...

Our new MMTA Tag line - ***Industry growth through Collaboration, Communication and Education*** was very relevant this week in DC where approximately 225 boating industry representatives from around the country came together at the ABC to discuss industry concerns with our state officials. The focus of the conference was on several main national concerns which are highlighted here in the NMMA talking points:

<https://www.nmma.org/assets/cabinets/Cabinet462/ABC%20Talking%20Points%20Brochure-Web%20FINAL.pdf>

We had 7 Massachusetts boating industry representatives in attendance at ABC this year which was a strong improvement from the 1 representative we had last year. We focused our meetings on the NMMA talking points with a couple key initiatives being highlighted like:

1. **Workforce Development** - This was a key discussion throughout the ABC as the shortage of trained boating industry staff members is now being treated as a "crisis" within the industry. The MMTA is involved on both a state and national level to work on this issue.
2. **H.R.2023** - This is a house bill that will help address some concerns within the recreational fishing industry assisting with modernization of regulations and improving access to fishing areas. <https://www.congress.gov/bill/115th-congress/house-bill/2023>
3. **H.R.1315** - This is a house bill that will assist in reforming the Renewable Fuel Standard and cap the amount of ethanol at 10%. The main focus on this bill is related to providing a safe fuel for products within the boating industry. <https://www.congress.gov/bill/115th-congress/house-bill/1315/text>
4. **KIDS in BOATING** - Recognizing the need to get more kids into the boating industry we discussed the MMTA initiative focusing on this goal. Over 70% of adult boaters started boating when they were kids. We want to do our part to help ensure more young people have this opportunity. We feel this initiative is also strongly related to Workforce Development in that we need to do a better job of promoting our industry to those that may not be aware of it.

The conference was a great opportunity to discuss concerns we have within the boating industry while at the same time brainstorming new ideas and networking with like minded industry representatives. Like our Professional Development Conference in January, it is

great to see our "**Boating Industry Family**" come together to promote the positive story our industry has to tell. If you were unable to make the ABC this year but would like to express your view on the two bills above feel free to reach out to your District Representative. You can find this information here: <https://malegislature.gov/Search/FindMyLegislator>

If you have any further questions on the ABC please feel free to reach out to randall@boatma.com

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