



## Good morning MMTA members,

I hope the 2017 summer is off to a great start for you and your business. I thought it would be a good idea to send out a “**Mid-Year Update**” to highlight what our Association has been up to the 1<sup>st</sup> half of 2017.

The focus for MMTA remains on our new tagline, *Industry Growth through **C**ollaboration, **C**ommunication and **E**ducation*. With this in mind, we **THANK YOU** very much for your continued support of the MMTA in the pursuit of industry growth.

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**[MMTA Mid-Year Update - July 2017](#)**

The MMTA kicked off the year with its main event the **BUSINESS OF BOATING CONFERENCE** (BOB) which took place at the Massasoit Conference Center in Brockton, MA. Under the leadership of MMTA Board Member Ed Lofgren this conference has turned into an event that boating industry representatives in Massachusetts do not want to miss. We had approximately 160 attendees this year with a focus on several important topics within our industry such as: legislative affairs, marketing, service, boat show tips, insurance and several other topics as well. Thank you to all of our participating sponsors and attendees for your support of the BOB conference. Please save the date for the **2018 BOB Conference taking place on Thursday January 18<sup>th</sup>** once again at the Massasoit Conference Center. Based on overwhelmingly positive feedback from January's conference we are pleased to welcome back Keynote speaker Valerie Ziebron for the 2018 conference.

In February MMTA participated in the **NEW ENGLAND BOAT SHOW** at the Boston Convention Center. This year we were very fortunate to auction off a Robalo R160 boat package that was generously donated to our Educational Trust by 3A Marine in Hingham and Robalo Boats. The online auction was very successful generating **\$22,000** which was split between our Educational Scholarship fund and our new KIDS in BOATING Initiative. In addition to the boat auction we also distributed information to boat show attendees on the boating industry and jobs currently available in our state.

**KIDS in BOATING (KIB)** - Recognizing the need to get more kids on the water in a safe and smart manner to help the sustainability of our industry our Educational Trust started the KIDS in BOATING campaign to help support non-profit youth boating programs in Massachusetts. The KIB initiative offers a grant of up to \$1,500 to these organizations in an effort to get more kids on the water. During the 1<sup>st</sup> half of the year we distributed \$6,600 to 7 non-profit youth boating programs in the state. Thank you to KIDS in BOATING program sponsors 3A Marine, Robalo Boats, My Taskit, Hingham Shipyard Marinas and Newburyport Marinas. For more information on this initiative, sponsorship opportunities and to access the grant application please visit: <https://www.boatma.com/ma-kids-in-boating.html>.

**MASS KIDS BOATING DAY** – On June 10<sup>th</sup> MMTA marketed Mass KIDS Boating Day in

an effort to highlight four KID friendly boating events taking place in Massachusetts. The events included Touch a Boat events in Hingham, Newburyport and Nantucket as well as an open house and kids movie in Charlestown. MMTA plans to expand this day in the future to encourage additional kid friendly boating events on a state and national level. For more information on Mass KIDS Boating Day please visit – [www.masskidsboatingday.org](http://www.masskidsboatingday.org). If you are interested in hosting a kid friendly event next year please contact Randall for more information.

**YOUTH BOATING TASK FORCE MEETINGS** – In the first half of 2017 MMTA continued organizing and hosting regional youth boating task force meetings. There is one task force on the North Shore called the Merrimac River Youth Boating Task Force and recently MMTA created another one south of Boston called the South Shore Youth Boating Task Force. The goal of these groups is to bring local like-minded boating industry representatives together to brainstorm ideas related to getting more kids on the water and enjoying the boating lifestyle. If you would like more information on potentially hosting a regional youth boating task force in your area please contact Randall.

**STAY LOCAL BOAT MA** – MMTA relaunched our Stay Local Boat Ma transient boater referral program for the 9<sup>th</sup> consecutive year in 2017. In an effort to encourage seasonal boaters to travel throughout the great state of Massachusetts and encourage economic stimulus to various marinas, the program offers dockage discounts ranging from 10% to 20% to seasonal boaters that are located at the 15 participating destination marinas. Thank you to program sponsor New England Boating and New England Fishing. For more information on the Stay Local Boat Ma program please visit – [www.staylocalboatma.com](http://www.staylocalboatma.com)

**WORKFORCE DEVELOPMENT** – Recognizing the need for more trained boating industry staff members our Association and our Educational Trust has made this a top priority in 2017. The Educational Trust continues to offer scholarships to those students attending boating industry related schools. For more information on this scholarship program, sponsorship opportunities and for the scholarship application please visit: <https://www.boatma.com/mmtet/index.html> In addition to the scholarship program our Educational Trust has been active in pursuing additional opportunities within

Massachusetts to offer boating industry programs at public and vocational high schools around the state. We are also currently working on a video campaign to highlight the boating industry and what workforce opportunities are available within our industry. We plan to have this highlight video completed and ready for distribution during the 2<sup>nd</sup> half of 2017. The goal of the video is to create the **WOW** factor that highlights what makes the boating industry employees passionate about what they do for work.

**LEGISLATIVE AFFAIRS** – Working with our Government Relations and Legal Counsel Jamy B. Madeja, Esq. and her team MMTA continues to advocate on behalf of the boating industry on subject matters that may have a negative bearing on your business and on subject matters that may help your business. Some of the items Jamy and her team have addressed this year are: Mass registration of federally documented vessels, statewide climate change planning, mandatory boating education, **Kids in Boating, Workforce Development** efforts, as well as many additional topics. As a reminder as an MMTA member you are entitled to a one hour consultation with Jamy on an annual basis. For more information on Jamy's firm please visit: [www.buchananassociates.com](http://www.buchananassociates.com) .

**WEBSITE UPDATES** – Working with our Website Consultant, Amit from By-The-Sea.com, MMTA continues to update and revise the BOATMA.COM website. The website contains a vast amount of information on our Association and the boating industry in general. In addition MMTA also offers a reduced rate banner ad to market your business on our site. For more information on our banner ad pricing please visit:

<https://www.boatma.com/pdf/bannerad.pdf>. ***Did you know that the BOATMA.COM website attracts roughly 1 million site visitors on an annual basis?*** One of the main reasons for the high number of visitors is the popularity of our tide charts on the site making the banner ads very attractive for those interested in taking advantage of this opportunity. A couple other benefits of this website include the member's only side of the site with information pertaining to legislative affairs, job postings and various other relevant industry matters. You can also update your account information from this location as well. Please let me know if you need assistance logging into the member's only side of our website. For more information on our jobs board please visit: <https://www.boatma.com/jobs/bbs.pl>. For more information on our website consultant please visit [www.by-the-sea.com](http://www.by-the-sea.com)

**BOARD OF DIRECTORS** – The Massachusetts Marine Trades Association is regulated by a dedicated and passionate Board of Directors who share the same goal of Industry growth through **C**ollaboration, **C**ommunication and **E**ducation. I frequently receive questions on who is on our Board. The current Officers and Directors for the MMTA can be found by visiting: [https://www.boatma.com/officers\\_and\\_directors.html](https://www.boatma.com/officers_and_directors.html)

**WHAT IS AHEAD FOR MMTA** - During the 2<sup>nd</sup> half of 2017 MMTA will continue to work on avenues and initiatives that we feel will help the sustainability of the boating industry. One of the main projects will be the workforce campaign video to highlight the boating industry and help attract new employees that might not have heard about our industry before. In addition MMTA will be looking at hosting or sponsoring boating industry events throughout the state. Please save the date for our Nominating Committee social event and seminar taking place on Thursday September 14<sup>th</sup> at Hingham Beer works. The event will kick off with a seminar hosted by MMTA Government Relations and Legal Counsel representative, Jamy Madeja, Esq., at approximately 3:30PM followed by our Nominating Committee meeting and Social event from 5PM to 8PM. Additional information on this event will follow over the next few weeks.

In closing, our goal for the MMTA is to support your business and the boating industry in Massachusetts in the best manner possible. If you have suggestions for us to help achieve this goal please do not hesitate to let me know.

Kind regards and best wishes for a great remainder of the 2017 boating season.

Randall M. Lyons, CMM  
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