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MMTA Named Technical Scholarship Recipient

MINNEAPOLIS — The Massachusetts Marine Trades Association (MMTA) has been selected as a recipient of a 2017 Marine Trade Association Technical Scholarship, announced the MRAA Educational Foundation yesterday. The scholarship was presented to Randall Lyons, Executive Director of the Massachusetts Marine Trades Association, on Sunday evening, Dec. 10, during the Marine Retailers Association of the Americas Opening Night Awards Celebration at the Rosen Centre Hotel in Orlando, Fla.

The Technical Scholarship funds will be distributed through the Massachusetts Marine Trades Educational Trust, which believes in industry growth through collaboration, communication and education, and has a dual focus on getting more kids on the water and assisting with the current industry workforce crisis. The Educational Trust offers two scholarships of up to \$1,500 for Massachusetts residents taking boating industry training courses in and around Massachusetts.

Initially underwritten by the OMC Foundation, the purpose of the MRAA Technical School Scholarship is to offer financial assistance for technical training of prospective dealership personnel. Applicants must have graduated students who have entered the recreational marine industry within the past 12 months, show evidence of plans to offer marine technician training in the upcoming year, submit qualifications that determine scholarship recipient, and proof of students looking to enter the recreational marine trades. MRAA Technical School Scholarship recipients must submit a photo/video detailing the scholarship winner(s). Recipient(s) will be awarded up to \$3,000 to be distributed to a student or students preparing for a career in a recreational marine dealership.

“The Massachusetts Marine Trades Association and its Educational Trust clearly share our dedication to helping the industry navigate the current workforce crisis through training and education,” comments Jeff Siems, President of the MRAA Educational Foundation Board of Directors. “We are proud to be able to support their efforts through this scholarship.”



It was an honor to accept the \$1,500 scholarship on behalf of the MMTA and MMTET last night. We will be matching this donation and distributing to a student or students working at a Massachusetts dealership looking to further their educational pursuit within the boating industry. More information will follow on the application process in the future. Thank you to the MRAA and the MRAA Educational Foundation for all that you do on behalf of the boating industry on a national level.



From left to right award recipients Kayla Horrocks the College scholarship winner from Idaho Water Sports Center, Todd Larson the Tech School scholarship winner from Wisconsin Indianhead Technical College, Kathleen Burns from the Connecticut Marine Trades Association and Randall Lyons from the Massachusetts Marine Trades Association, the two Association scholarship winners.

MRAA Educational Foundation Torch Passed

MINNEAPOLIS — The MRAA Educational Foundation honored the retiring president of its Board of Directors, Ed Lofgren of 3A Marine Services, and introduced his replacement,

Jeff Siems of Blue Springs Marine, on Sunday evening, Dec. 10, during the Marine Retailers Association of the Americas Opening Night Awards Celebration at the Rosen Centre Hotel in Orlando, Fla., it was announced yesterday.

Lofgren's retirement from the position of MRAA Educational Foundation president follows a long record of service to the industry through the Marine Retailers Association of the Americas. A former chairman of the MRAA Board of Directors, Lofgren's recent service included a focus on solving today's technician shortage, which he continues through his work for the Massachusetts Marine Trades Association (MMTA) and its Educational Trust. His passion, dedication, and mentorship to those around him will have long lasting effects on MRAA and the MRAA Educational Foundation.

During the event, Lofgren addressed the crowd via video, and the MMTA's Randall Lyons accepted a small token of MRAA's and the MRAA Educational Foundation's appreciation on his behalf. The compass encased by a wooden box is inscribed "In Recognition of Your Long and Devoted Service to and Outstanding Leadership of the Marine Retailers Association of the Americas and the MRAA Educational Foundation."

Jeff Siems, President of Blue Springs Marine and a member of the Board of Directors for both the MRAA and the MRAA Education Foundation, recently stepped forward to fill the position of MRAA Education Foundation President. Under his leadership, the foundation is already embarking on new and exciting initiatives and endeavors to expand its services to the recreational boating industry.

"I look forward to continuing the momentum we've generated in recent years, and growing our service to the boating business," Siems comments.

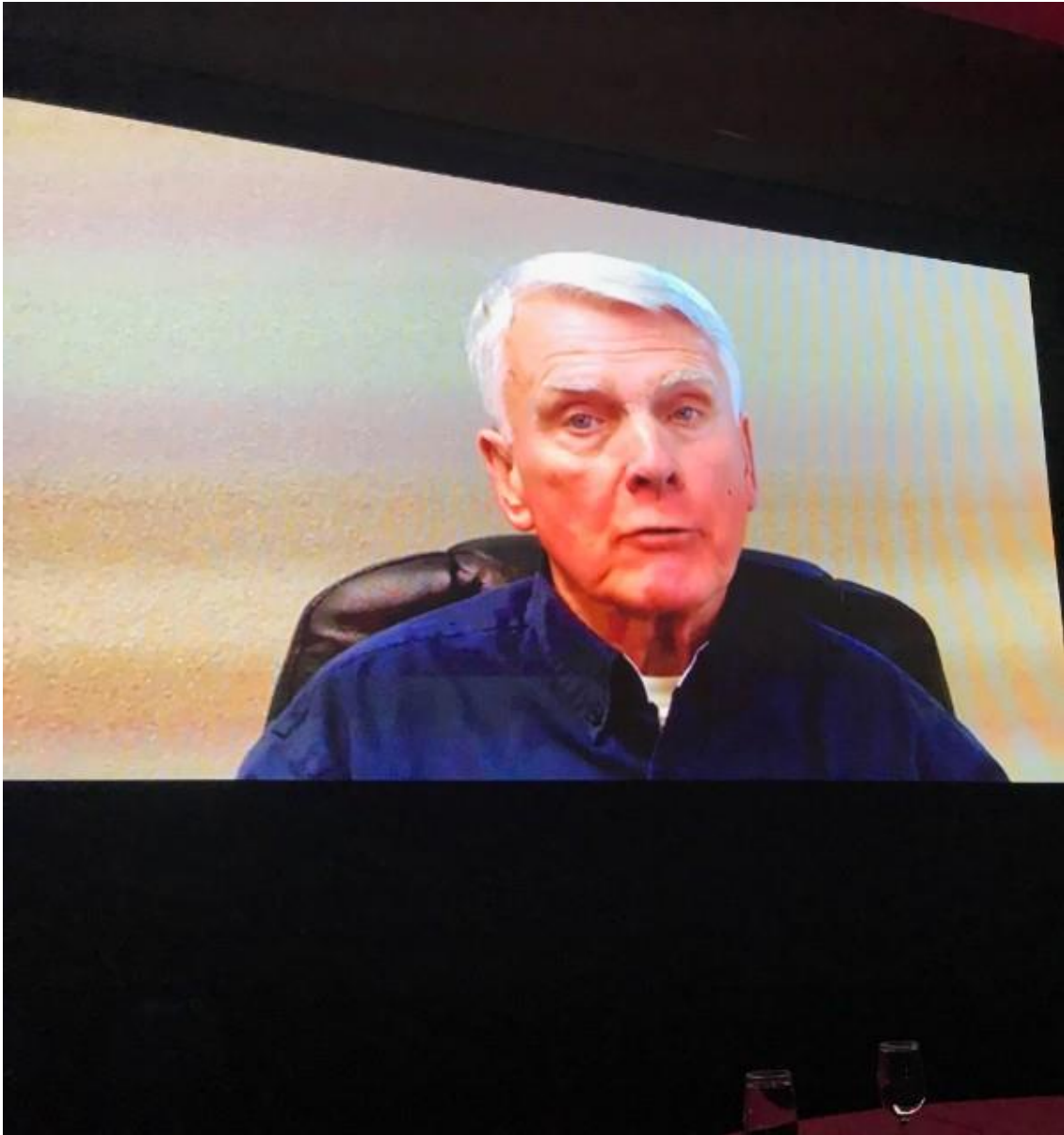
"I'm thankful for the MRAA Educational Foundation's ability to attract such strong leadership," says Liz Walz, Executive Director of the Foundation. "Thanks to Ed Lofgren and the many industry giants who have led the foundation since its creation, we have been able to make an incredible difference in the lives and businesses of hundreds of marine professionals. Under Jeff's guidance, we have the opportunity to explore new ways to carry this legacy forward."

About MRAA Educational Foundation

As part of its mission to create a strong and healthy boating industry, the Marine Retailers Association of the Americas is committed to offering training, education and professional development opportunities to its members and the entire marine dealer community. In 2004, the association launched the MRAA Educational Foundation, a not-for-profit 501(c) 3 corporation, to provide financial support for education, training and professional development in the recreational marine trades. For more information or to donate to support the foundation's mission, visit MRAA.com/foundation.

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas (MRAA), we believe that for the marine industry to thrive, the companies that interact with the boater in their community must thrive. Those businesses determine the boater's experience and are the leading factor in the industry's success. MRAA works to create a strong and healthy boating industry by uniting those businesses, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com.



MMTA Director and MMTET Trustee Ed Lofgren addressing the MDCE Crowd at the ceremony last night. We are extremely fortunate to have Ed Lofgren as a Board member with our Association and as our Chairman for our Educational Trust here in Massachusetts. Ed has been a workforce advocate for the boating industry in Massachusetts and on a national level for over 50 years.

Thank you Ed for all that you do on behalf of the boating industry.



For more information on the BOB Conference and to register please visit:

<https://www.boatma.com/business-of-boating-conference.html>





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