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Fall / Winter 2018



Enter Your Best Marketing Work of 2018 for the Neptune Awards!

Marine Marketers of America is very pleased to announce the 2018 Neptune Awards competition, the most prestigious recognition program for marine marketers in North America. We are now accepting entries... and hope you will participate this year!

The competition is open to any company or organization producing and publishing marine marketing work between Jan. 1 and Dec. 31, 2018. The awards will be presented at the Miami International Boat Show in February 2019.

Beautiful crystal Neptune awards will be presented in 21 categories, covering all areas of marketing, from national and regional magazine and digital ads to video, product literature, PR, marketing innovation and diversity initiatives.

In addition, a best-in-show "King Neptune" will be awarded to the single best entry among all categories. The submissions will be scored by a panel of independent judges following established criteria.

Sally Helme, MMA vice president and awards committee co-chair, said: "Every year the competition gets better. We continue to see an exceptionally high level of creativity and quality in the entries submitted, and we hope that marine marketers will take advantage of the 2018 Neptune Awards to promote and showcase their best work."

The deadline for submissions is Jan. 7, 2019. Complete program details are available on the [MMA Website](#).

For more information, please contact Sally Helme by calling (401) 845-4405 or by [emailing us](#).



Save the Date For the Miami Boat Show & Members Meeting

**DATE:**

Thursday, February 14

TIME:

8 – 9:30 am

LOCATION:Virginia Key; Dockside Location
TBA

MMA is partnering with BWI to co-host an action-packed event at the Miami International Boat Show!

In addition to enjoying a light breakfast, the opportunity to network with top industry movers and shakers and hearing the latest business briefs, the event will celebrate the top work of the year produced by marketers and journalists! Complete details and information to come... for now, please save the date!

FLIBS Experts Marketing Panel Share Best Practices, Score High Marks



Experts Panel included Wanda Kenton Smith, moderator, standing; from left to right: Margriet Mitchell, Amanda Ward, Lee Sanderlin & Matt Gruhn

Special Thanks to Our
MMA Special Event Partners!

SEA TOW

FL FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

MARINE MAX



An enthusiastic crowd of 100 gathered for the annual MMA meeting and luncheon at the Fort Lauderdale Boat Show on November 1, 2019 sponsored by FLIBS/Informa, Sea Tow and MarineMax.... [\[read more\]](#)

Check out a few of the many fun pix from our gallery taken at the FLIBS meeting... including pictures of some interesting folks with new job descriptions! *You had to be there....*

[Click Here to See More](#)

MMA Co-Sponsors the IBEX Grow Boating Marketing Summit

MMA was very pleased to participate in and co-sponsor the second annual [Grow Boating Marketing Summit](#).

The event drew 160 marketers from throughout the country for a full day of action-packed professional development and ongoing marketing education presented by both industry and outside experts.

Special thanks to **Carl Blackwell, Freya Olsen, Joe Lewis and the Grow Boating Team** for their efforts to make this such an educational event... and to our own MMA Board Member **Louisa Beckett** for serving as our point.



The Summit offered state-of-the-art conference facilities



Event Coordinator Freya Olsen, NMMA



Louisa Beckett, MMA Board Member, manned the association booth

MMA Opportunities for 2019

RENEW TODAY & SUPPORT YOUR ORGANIZATION! ANNUAL DUES... NOW DUE!

Join now or renew for 2019! Members enjoy invitations to marketing events, discounts on Neptune Award entries, association newsletters and opportunities to participate in professional development events!

[CLICK HERE for 2019 Membership](#)

COMING IN 2019 – MARKETING JOB BOARD

Have a marketing job you'd like to post? Looking for a new opportunity? As part of our commitment to member service, the MMA Website will feature a free job bank in 2019.

[Click Here to check out the Job Board!](#)

Professional Development / Marketing Trends

Our MMA President Wanda Kenton Smith and Vice President Michael Sciulla both serve as national marketing columnists for *Soundings Trade Only*.

Special thanks to STO for allowing us to share and reprint their marketing columns for our membership.

Check out our [MMA BLOG](#).



Video Revolution and the Invisible Sale

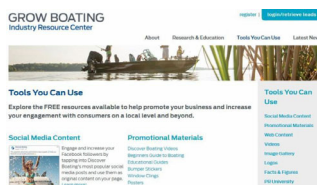
Being at the recent Grow Boating Marketing Summit at IBEX was like the proverbial kid in a candy store. Regular readers know I'm always lusting after marketing insights to... [\[read more\]](#)



One small step to 5G, one giant leap for boating

With Halloween, Thanksgiving, Christmas and the new year just over the horizon, forward-thinking marketers should set their sights on what Santa has in store for us in... [\[read more\]](#)

FREE Marketing Tools You Can Use!



The Grow Boating crew has developed a treasure chest of awesome marketing tools available to industry.

If you're in need of some great resources to boost horsepower to your marketing activities, check out this site for plenty of great resources!

[Click Here for the Grow Boating Toolkit](#)

Marine Marketers in the News!



Regal VP Tim Kuck, Krueger & CEO Duane Kuck.

Jim Krueger Recognized for 46 Year Sales & Marketing Career

Long-time industry sales and marketing executive Jim Krueger has retired after 46 years of continued industry service. Krueger was recognized at a special retirement celebration and luncheon by Regal Boats, where he spent the final seven years of his career as the Midwest/Central US sales manager.

Krueger's stellar marine industry career began in 1972 at Cruisers Inc. including stints [\[read more\]](#)



Romina Bompani & Mary Strauss

New MMA Communications Editors Named!

Two of our newest MMA board members will take the helm January 1, 2019 to manage future association communications initiatives.

Mary Strauss, director of marketing of Galati Yachts and **Romina Bompani**, owner of RB Yacht Marketing, will manage the quarterly editorial production of *The Voice* in addition to handling member communications and website content.

Marine Marketers of America - Officers & Board Officers



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Wanda Kenton Smith
Kenton Smith
Marketing



VICE-PRESIDENT
Michael Sciulla
Credibility & Company
Communications



VICE-PRESIDENT
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Kristen Frohnhoefer
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Director of Marketing
MarineMax



Mark Kellum
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Marketing



Greg Proteau
Executive Director
Boating Writers
International



Jim Rhodes
President/Owner,
Rhodes Communications



Mary Strauss
Director of Marketing
Galati Yachts

