



Marine Retailers Association of the Americas

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FOR IMMEDIATE RELEASE

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Digital Webinar Offered From MDCE Keynote to All Marine Dealers

MINNEAPOLIS, MN. March 15, 2018 — Through a partnership with Grow Boating and the Marine Retailers of the Americas, the 2017 Marine Dealer Conference & Expo Opening Keynote presenter, Tim Sanders, will be hosting a live webinar on March 27, 2018.

At the 2017 Marine Dealer Conference & Expo, New York Times Best Selling Author and top-rated keynote speaker, Tim Sanders presented to marine dealerships on using digital technology to find and keep new customers, and provided attendees with tips on securing talent in their businesses.

“We are so thankful to the Grow Boating team for introducing us to Tim Sanders and partnering with us to bring him to MDCE as the Opening Keynote Speaker in 2017,” says Liz Walz, MRAA’s Vice President. “Tim’s dedication to helping the marine dealer community improve and grow through digital technology goes far beyond most keynote speakers. This webinar and all the related tools and resources he has made available on our website are just a few examples of that.”

During the upcoming webinar, How Digital Can Supercharge Your Dealership, Sanders will be providing updates on the key takeaways he discussed during his MDCE keynote address and will answer any questions that marine dealers may have about today’s digital technology.

“Tim Sanders’ insights regarding the impact of digital marketing, and his MDCE keynote follow-up, will be invaluable to dealers in our industry,” says Tim Hennagir, Editor of *Boating Industry*.

The webinar, made possible by Grow Boating, is free and open to everyone in the marine industry. Register for Tim Sanders webinar, [here](#).

About the Marine Retailers Association of the Americas

At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit MRAA.com or contact us at 763-315-8043.

About Grow Boating

Discover Boating is a public awareness effort funded by the Grow Boating Initiative and managed by the National Marine Manufacturers Association (NMMA) on behalf of the North American recreational

boating industry. Discover Boating programs focus on increasing participation and creating interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle while helping to educate potential boaters and offering opportunities to experience the fun and togetherness of being on the water on a boat.

About Boating Industry

Boating Industry is the leading trade magazine serving the marine industry. From award-winning editorial to awards programs including the Top 100 dealers program, Movers & Shakers, Top Products of the Year and more, *Boating Industry* serves all aspects of the marine industry. For more than 85 years, boating professionals have turned to *Boating Industry* for market intelligence, product updates, best practices and industry news. For more information, visit BoatingIndustry.com.