



Marine Retailers Association of the Americas

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MRAA Welcomes Liz Keener as Education Specialist

MINNEAPOLIS, Minn., May 8, 2018 — The Marine Retailers Association of the Americas announced today the hiring of Liz Keener as the association's new Education Specialist.

Keener has been involved in the boating industry for more than seven years, attending her first Marine Dealer Conference & Expo in 2010. While most recently serving as the communications and digital services specialist at Fredrikson & Byron, P.A. she previously served as the senior editor of Boating Industry and its sister brand Powersports Business. Through her experience in the marine and powersports industries, she has built numerous relationships with dealers, manufacturers, suppliers and service providers.

"Liz has hit the ground running here and has already proven a valuable asset to the MRAA team," says Matt Gruhn, MRAA President. "Her background in the marine industry has prepared her for this new position. She understands the pain points that boat retailers face and has the passion necessary to craft educational programming that will help lead our members to greater success."

Building education for the MRAA member base and the industry, will be a large component of Keener's position with the association. Keener will work hand-in-hand with MRAA Vice President and Director of Education Liz Walz in developing in-person education for both MRAA's annual conference and online courses for the Marine Industry Certified Dealer Continuous Certification Program. Keener will also be instrumental in the implementation of future educational opportunities MRAA is exploring.

"I'm grateful that the MRAA is giving me this opportunity to return to the marine industry," says Keener. "Already, I've been able to dive in and assist in selecting the education content for the 2018 MDCE, and I'm helping prepare the third quarter MICD Continuous Certification course. I look forward to putting my experience to work to help the marine industry grow."

When Keener isn't working to help the boating industry grow, she spends her time with her husband and two dogs at home, or you can find her navigating Minneapolis on her motorcycle, attending classic car shows or cheering on the Minnesota Vikings.

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.