



5-14-2018

For Immediate Release

The Boat House Group formally announces that Rick Gasaway has joined the company to serve as its Chief Operating Officer.

This position will provide leadership and synchronicity to the company by focusing on an aggressive marketing strategy, building recurring revenue streams and implementing organizational and process efficiencies. Gasaway joins The Boat House after previously serving as a board member since 2009 and more recently providing consulting and management support for the last 18 months.

Kevin Code, CEO of The Boat House, expressed his gratitude by stating "Rick has a tremendous amount of industry knowledge as well as a successful track record with businesses in different industries, all of which include experience managing and coaching at an executive level. He's already proven to be a valuable asset in guiding the company as a board member and I'm confident that Rick is the right person to build upon our momentum and drive our strategic goals at The Boat House".

Previous to his experience with The Boat House, Gasaway held the position as Chief Sales and Marketing Officer at Nautic Global Group where he oversaw the global sales and marketing efforts of the Hurricane and Rinker brands as well as their Sweetwater, Aqua Patio and SanPan pontoon lines. Gasaway was instrumental in leading the company through the recession of 2008-2010 and provided leadership and solutions that kept the company viable while many manufacturers and dealerships closed their doors. Gasaway has also served as a senior level executive at Morningstar and most recently held the position of CEO at Sage Green Life.

"I am excited to have the opportunity to become a part of this vibrant organization," said Gasaway. "As a board member and more recently a consultant, I have watched as the ownership group and management team implemented strategy and made opportunistic decisions to capitalize on favorable market conditions, pushing The Boat House to become one of the nation's largest dealership groups. With its strong brand representation and scale, the company is uniquely positioned to offer customers an incredible lifestyle experience while continuing to grow. I am looking forward to contributing to that effort as a member of the executive team."

About The Boat House

The Boat House is a multi store marine dealership with 4 Midwest and 3 Florida locations. Our mission is to supply our customers with a superior boat buying and ownership experience by offering premium brands, professional staff, first class service and 360° solutions including: New & Used Boat Sales, On Site and Mobile Service, Storage, Parts, Gear, Pier and Lift Services, Long and Short Term Boat Rentals, In-House Financing, Consignments, On Water Demonstrations and Community Boating Events. We believe boating enhances our lives through meaningful relationships and time well spent. We are lifetime boaters eager to share our passion and experience with you.

For more information, contact:

Trent TerHaar, National Marketing Director
(262) 367-2008 • trent.terhaar@boathouseh2o.com

CAPE CORAL FL

Cape Coral (239) 549-2628

PORT CHARLOTTE FL

Port Charlotte (941) 979-5219

NAPLES FL

Naples (239) 732-8050

LAUDERDALE LAKES WI

Elkhorn (262) 742-3898

LAKE COUNTRY WI

Nashotah (262) 367-2008

LAKE GENEVA WI

Lake Geneva (262) 203-5293

CHICAGO IL

Prairie Grove (815) 788-1111