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David Horsager Named 2018 MDCE Opening Keynote

MINNEAPOLIS, July 5, 2018 — David Horsager, a best-selling author and expert on trust, has been chosen as the opening keynote speaker for the 2018 Marine Dealer Conference & Expo.

Horsager's keynote presentation "Build Trust or Die in the New Economy" is set for Monday, Dec. 10. Horsager will teach attendees how to create an actionable framework for earning trust to grow their businesses. Horsager is founder and CEO of the Trust Edge Leadership Institute, which researches and consults on the bottom-line impact of trust.

"Grow Boating's First-Time Boat Buyer research shows that first-time buyers often struggle to connect with dealership personnel and build trust in the purchasing process. This is why establishing trust, in an authentic way, is so important in dealerships today," said Liz Walz, vice president and director of education at the Marine Retailers Association of the Americas. "David will show already trustworthy dealers how to better communicate that trustworthiness, so our customers know where to turn for help, advice and of course, buying a boat."

During this powerful keynote, you'll discover that there are no short cuts to gaining a trust edge. Top sales and service professionals have the opportunity to build trust in every interaction with prospects and customers by incorporating eight pillars of trust into their strategies, goals and culture. Dealers who excel at earning trust have a huge advantage. Not only are they able to win and keep more business, but the data also suggests customers will pay more for products and services offered by businesses they trust, driving higher profitability.

"David's keynote is rooted in demonstrating how each of us can develop a strong, trust-built bond with our customers, prospects and colleagues," explained Tim Hennagir, editor of *Boating Industry*, which co-produces the MDCE with MRAA.

The MDCE Opening Keynote, which is sponsored by Smoker Craft, Inc., is relevant to all staff, as developing trust with customers and prospects is vital to each role within the dealership.

The 2018 MDCE will be held at the Orange County Convention Center in Orlando, Fla., Dec. 9-12. Horsager's keynote presentation will be preceded by MDCE's popular Pre-Conference Workshops and the Marine Retailers Association of the Americas' Annual Meeting & Special Presentation, the latter of which is open to all MDCE attendees.

About the Marine Dealer Conference & Expo

The marine industry's only dealer-specific educational conference, MDCE offers an in-depth lineup of educational sessions, a full-featured expo hall and a series of fixed networking opportunities, all of which are designed to help marine dealers connect with and learn from others who can foster their success. MDCE is co-produced by MRAA and *Boating Industry*, and it features four Educational Tracks, Pre-Conference Workshops, Keynote Presentations, a Learning Lab, Dealer-to-Dealer Roundtable Discussions, and an Innovation Spotlight. For more information, visit MarineDealerConference.com.

About the Marine Retailers Association of the Americas

The Marine Retailers Association of the Americas has been delivering powerful educational programs for marine dealers since 1977. At the MRAA, the team of professionals believes that for the marine industry to thrive, the dealers on the front lines of the industry must first find success. So MRAA works to create a strong and healthy boating industry by providing dealers with tools, resources and educational programs, such as its annual conference, and by representing them with a powerful voice. For more information, visit MRAA.com.

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.

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