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### **Troy Hazard Named 2018 MDCE Closing Keynote**

MINNEAPOLIS, July 19, 2018 — Troy Hazard, an entrepreneur, consultant, best-selling author, TV host and professional speaker known for his authenticity and focus on providing take-home value, will wrap up the 2018 Marine Dealer Conference & Expo as the closing keynote presenter.

Hazard, a business turn-around specialist who founded and developed a dozen small- and medium-sized companies over two decades, will share his expertise in “Future-Proofing Your Dealership,” set for 3 p.m. on Wednesday, Dec. 12. Hazard’s 25-plus years of experience in business has served him well in his role as a consultant for a client list that includes Goodyear, Subway and Baskin-Robbins, and as president for the Entrepreneurs’ Organization, a global community of successful business owners.

A boater, Hazard grew up with first-hand knowledge about the marine industry from his father’s fishing tackle business. At the MDCE, he’ll apply his diverse background to help marine businesses adapt to the changes taking place in today’s market and those that may be coming soon, whether political, economic, technological or workforce-related.

“We’re bringing Troy to MDCE to help attendees anticipate the challenges ahead and learn how to not just be ready for them, but turn them into competitive advantages,” said Liz Walz, vice president and director of education at the Marine Retailers Association of the Americas. “At MDCE, our job is to provide attendees with what they need to improve and grow, and we are confident that Troy’s experience and expertise in business and in the marine industry will help us do that.”

Among the takeaways from Hazard’s presentation, attendees will learn how to turn obstacles into opportunities and discover how to drive their businesses into the future, not into the ground.

“We all know how fast the world is changing, and it’s not always easy for businesses to adapt to those changes. Troy will set dealers up to take what they’ve learned at the MDCE and implement it when they return to their dealerships, preparing them for the future,” said Tim Hennagir, editor of *Boating Industry*, which co-produces the MDCE with the MRAA.

The MDCE Closing Keynote, sponsored by Wells Fargo Commercial Distribution Finance, will conclude the 2018 MDCE, which will be held at the Orange County Convention Center in Orlando, Fla., Dec. 9-12.

### **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](http://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](http://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](http://BoatingIndustry.com).

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