



## Marine Retailers Association of the Americas

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### **Munson Ski & Marine Named Best Boat Dealership to Work For in 2017**

MINNEAPOLIS, Minn., January 3, 2018— The Marine Retailers Association of the Americas announced that Munson Ski and Marine, Volo, Ill., was named the 2017 Best Boat Dealership to Work For, as the highest-rated boat dealership in employee satisfaction.

Recognized in front of hundreds of industry colleagues at the inaugural MRAA Awards Celebration, Munson Ski and Marine was noted for achieving perfect scores from its 17 employees on 11 of the survey's 37 questions. The dealership's overall employee satisfaction score of 96.7 percent was nearly a full-point higher than the next-closest dealership, and it was backed by 26 glowing comments from Munson Ski & Marine staff.

"We were extremely impressed with how strong of a culture Munson Ski and Marine has built in its dealership," says Matt Gruhn, president of the MRAA, which administers the surveys. "From the raving general comments to the specific mentions of the dealership's management team, it was clear that Munson Ski and Marine is deserving of the recognition as the Best Boat Dealership to Work For."

Dealership employees noted Munson Ski and Marine as a business where "everyone takes a great deal of pride in what they do." Another employee noted, "The Munsons care about employees and customers and are always trying to improve." And yet another suggested that the best thing about working at this dealership is that it "offers me the opportunity to be all I can be."

"Munson Ski and Marine is honored to win this award," says Mary Jo Munson of Munson Ski and Marine. "We strive to provide a cohesive team and family environment to attract the best staff in the industry. We are truly blessed with our awesome team."

MRAA believes that employee satisfaction and engagement represent great opportunities for our dealerships to build a stronger workforce, to develop better leaders, and to pave the way for organizations and their employees to meet and exceed the demands of today's boaters. MRAA member dealerships are the face of the boating industry to today's consumers, and MRAA's Great Dealerships to Work For program focuses on recognizing those organizations that stand out as industry leaders.

To be eligible for recognition through MRAA's Great Dealerships to Work For Program, dealership employees complete employee satisfaction surveys through MRAA's third-party system, scoring the dealership on 37 questions that impact employee satisfaction and engagement. MRAA narrows its focus to 15 of the most impactful indicators of satisfaction to come up with its ranking. In 2017, there were 51 dealership locations whose employees participated in the survey.

### **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](http://MRAA.com) or contact us at 763-315-8043.

### **About Munson Ski & Marine**

For over 60 years Munson Ski & Marine has been creating family memories on the water. It has always been our mission to offer the best products the industry has to offer; along with the best possible price and superior customer service. Over the years; Munson Ski and Marine has earned an array of industry awards for excellence including Boat Dealer of the Year, Top 100 Dealer, and Platinum Award in Customer Service along with many more. However; more importantly, Munson Ski & Marine takes pride in introducing so many wonderful families and friends to boating and water sports.