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Lake Erie Marine Trades Association - Cleveland, Ohio

**MICHELLE BURKE NAMED TO LEAD LEMTA**

The Cleveland-based Lake Erie Marine Trades Association has announced the appointment of Michelle L. Burke as president of the 100-plus member organization, replacing Bryan Ralston who resigned in October.

Burke joins LEMTA following 15 years at Case Western Reserve University. There she served as Director of International Education Programs as well as directing the Marketing and Recruiting for the Office of Graduate Education in the School of Medicine. During her tenure, she initiated the development of multiple short-term study abroad programs throughout Europe and South America. These were CWRU's first such programs.

Burke is also the co-founder of Lyman Life, a company based on an America legacy boat brand established in 1875. While production stopped more than a decade ago, Lyman Boats were Ohio-built wooden lapstrake craft designed with a very sharp entry and flared bow to specifically handle Lake Erie's infamous short-steep chop. There are hundreds of Lyman's still plying Great Lakes waters by avid owners. Burke's Lyman Life is a popular collection of branded clothing and merchandise sold on the internet and in upscale retail stores.

In her new position at LEMTA, Burke will head up the association's five boat shows as well as provide oversight to the LEMTA Educational Trust and the lobbying initiatives of the Boat Ohio Foundation dba Boating Associations of Ohio.

She is a graduate of Boston College and holds a Masters degree from Case Western Reserve University in Cleveland, Ohio.

LEMTA produces the following boat shows: Progressive Cleveland Boat Show; Progressive Akron Boat & Water Sports Show; Progressive Catawba Island In-Water Boat Show; the Progressive North American In-Water Show at Cedar Point; and the Progressive North Coast Harbor Boat Show.

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