



5815 Lanier Islands Parkway
Buford, GA 30518
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Watersportscentral.com

Jeff Husby Named President and CEO of WaterSports Central

August 12, 2020 -- WaterSports Central LLC, Georgia and South Carolina's premier boat dealership with six retail locations featuring Nautique, Crownline, Bryant, Xcursion, and South Bay brands, today announced and welcomed veteran marine retailer Jeff Husby as its partner, president and CEO. Preston Davis who has served as the organization's senior executive since 2017, moves into an advisory and board member role.

Husby brings a wealth of industry leadership experience including nearly three decades at the retail level. For six straight years, he personally earned the #1 global award for top retail sales for Correct Craft. In 2008, he founded his own dealership – Regal Nautique of Orlando – and has propelled it into a world class organization currently ranked in the #4 position of the *Boating Industry* Top 100 in North America. Other major industry accolades under Husby's leadership include 8x Top 100 dealer ranking including designation in 2018 as the nation's best-in-class service department; 2019 MRAA Top 10 Best Dealerships to Work For; 10 consecutive years as a Top 10 Nautique Dealer and winner of the 2019 highly coveted Nautique President's Award; Top 10 Worldwide Regal Dealer with previous #1 ranking for single-store sales; along with multiple top-scoring CSI award recognitions.

Husby remains at the helm of Regal Nautique of Orlando as owner and GM. However, this new dual role provides ample opportunity to maximize the strengths and shared resources between both companies in a continued and focused effort to elevate the customer experience.

"WaterSports Central is well respected in the markets it serves with a proven heritage of outstanding sales and customer service," said Husby. "I am motivated to work with and lead this outstanding team into the next chapter and to further build and solidify our position in each market."

Added former President and CEO Preston Davis, "Jeff Husby is the most capable and passionate leader I have met in the industry and is a proven leader who shares our organization's values and passion. I take great comfort in knowing I leave WaterSports Central in better hands than my own, with a highly experienced and talented management team along with great employees, customers and the entire stakeholder network. The sky is the limit and our entire organization is excited about the future."



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About WaterSports Central: WaterSports Central has provided customers with the best boating experience possible for over 20 years. With hundreds of service and sales qualifications and awards from multiple manufacturers, WaterSports Central's commitment to the customer experience is paramount. WaterSports Central prides itself on leading the market with the highest quality products, a customer-centric mentality, a highly trained staff of enthusiasts, and an unprecedented level of service. WaterSports Central offers expertise in boat sales, service, and watersports needs in both Georgia and South Carolina.

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MEDIA NOTE:

JPEG Image attached
Caption: *Veteran marine industry leader Jeff Husby named President and CEO of WaterSports Central*