



## Marine Retailers Association of the Americas

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### Ed Lofgren Awarded MRAA Lifetime Achievement Award

MINNEAPOLIS, MINN. — January 29, 2020 — The Marine Retailers Association of the Americas named Ed Lofgren of 3A Marine Service, Inc., Hingham, Mass., as its 2019 Lifetime Achievement Award recipient.

Last week, Lofgren was recognized for his deep passion and dedication to his local, state, national and North American boating industry for more than 50 years.

In addition to owning and operating a leading Marine Industry Certified Dealership, 3A Marine Service, he served on the MRAA Board of Directors for 9 years, and as Chairman in 2009 and 2010. During his time on the board, he helped to found and subsequently became the biggest champion of the MRAA Educational Foundation. He continued to serve as President of the Foundation for many years after he stepped off of the MRAA Board.

“Ed Lofgren has made, and continues to make, significant impact across the marine industry,” says Matt Gruhn, MRAA President. “He has always been a great proponent for continuing education and advocated for the future of boating, especially around the topic of our industry’s workforce.”

Across his home state of Massachusetts, Ed has been equally as active in furthering the success of the marine industry. He currently serves as the chairman of the Massachusetts Marine Trades Educational Trust and is a current board member of the Massachusetts Marine Trades Association. Additionally, he is a strong force behind growing post-secondary education opportunities for aspiring marine technicians.

MMA Executive Director Randall Lyons said he often refers to Ed as “Mr. Education,” because he has been so involved in helping improve the workforce. “He is the first person to offer his time, energy and resources to help achieve educational goals within the boating industry,” Lyons commented.

The MRAA Lifetime Achievement Award was presented on January 23<sup>rd</sup> during the Massachusetts Marine Trade Association’s Business of Boating (BoB) Conference in Foxborough, Mass.

#### 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.