



MARINE RETAILERS ASSOCIATION OF THE AMERICAS

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FOR IMMEDIATE RELEASE

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MRAA Adds New Director of Government Relations to Amplify Advocacy Efforts

MINNEAPOLIS, August 15, 2023 – The Marine Retailers Association of the Americas announced that it has added Mike Sayre as Director of Government Relations.

As dealers face significant regulatory and legislative challenges to their businesses, the MRAA is ramping up its government relations efforts to ensure the voice of the dealers is represented in the halls of government at the federal, state and local levels. Sayre has been tapped to lead MRAA's growing advocacy efforts.

"We are thrilled to add Mike to the MRAA team and continue to enhance our advocacy efforts," says Matt Gruhn, MRAA President. "Mike's experience navigating complex policy issues and grassroots advocacy will ensure the voice of MRAA members is at the table to advocate for policies that enable a strong selling environment."

Sayre will oversee MRAA's advocacy efforts in Washington, D.C., working with MRAA Government Relations Manager, Chad Tokowicz. The growing MRAA advocacy team will continue to address critical issues for the industry, such as the Federal Trade Commission's proposed Auto Rule, the vessel speed restrictions along our Eastern seaboard and Gulf coast, such as the proposed Right Whale Rule, and support for the outdoor recreation economy and workforce.

"I am excited to join such a passionate team and get started representing MRAA's members before policymakers," said Sayre. "It is critical that dealers have a clear voice when and where decisions are getting made and MRAA's members have recognized that need and have stepped up to support our advocacy efforts."

Sayre comes to the MRAA with seven years of experience working for the American Motorcyclist Association, where he ran the AMA's government relations team and grassroots advocacy efforts on recreation and infrastructure issues. He has a Masters of Public Policy from Michigan State University and a Bachelors in Political Science from the University of Michigan.

Reach out to Mike Sayre, MRAA Director of Government Relations at Sayre@mraa.com.

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 or contact us at 763-315-8043.