



MARINE RETAILERS ASSOCIATION OF THE AMERICAS
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Dealer Week 2023 Education Pathway Hosts Announced

MINNEAPOLIS, DATE – The Marine Retailers Association of the Americas (MRAA) has announced the Education Pathway Hosts for its annual Dealer Week Conference and Expo, held Dec. 4-7, in Tampa, Fla. Three highly talented, well-versed and driven speakers will lead their respective “classrooms,” offering insight, interacting with the audience and guiding attendees to take action in their effort to recalibrate for 2024 and achieve transformative growth through learning.

“We carefully chose hosts who have the skills and experience to not only serve as great facilitators and educators within their designated pathways but also to help our dealers create a realistic and effective plan of attack for the year ahead,” says Liz Walz, MRAA Vice President of Education. “That’s one reason why we have the confidence to guarantee our Dealer Week attendees will receive tactics, resources and expert advice they can take home and implement in their businesses immediately.”

Meet Marcus Sheridan — Leadership Pathway Host

A highly sought-after international keynote speaker, experienced retailer and passionate boater, Marcus Sheridan is known for his unique ability to excite, engage and motivate audiences. Forbes named Sheridan “One of 20 Speakers You Don’t Want to Miss.” He has been dubbed a “Web Marketing Guru” by *New York Times* and featured in *Inc.*, *The Globe and Mail*, *Forbes* and many more.

Sheridan, who was a host last year and has a long history of high dealer ratings for his MRAA conference education, will also present an educational session dubbed “How to Fix Breakdowns in Dealership Communications” within the Dealer Week [Leadership Pathway](#). He will provide dealers with implementable solutions and proven tactics to improve company culture, team participation and employee retention, while also enhancing their team’s problem-solving abilities.

As an owner of IMPACT, Sheridan has established one of the most successful digital sales and marketing agencies in the country. Within his speaking company, an MRAA Platinum Partner, Marcus Sheridan International, Inc., he gives over 70 global keynotes annually where he inspires audiences in the area of sales, marketing, leadership and communication. Mashable rated his book, *They Ask, You Answer*, the “#1 Marketing Book,” and Forbes listed it as one of “11 Marketing Books Every CMO Should Read.”

Meet Valerie Ziebron — Service & Parts Pathway Host

Valerie Ziebron is a leading industry expert and top-rated speaker. You may have read her articles, seen her present, or had her pop into your dealership in search of “Golden Nugget Best Practices” to help

marine businesses get more proactive and profitable.

Ziebron, as part of the [Service & Parts Pathway](#), will host her own session called “Get on the A-List for Premium Service Success.” This live course will help dealers identify areas of improvement, uncover premium service qualities and understand how becoming an A-List shop benefits everyone at the dealership.

In 1989, she started VRZ Consulting, an MRAA Platinum Partner, and has since worked with hundreds of clients, big and small, to increase CSI and profitability as well as job enjoyment. Ziebron has delivered thousands of presentations for dealers and their Original Equipment Manufacturer partners. She makes a special study of what a dealership can do to “flip the switch from Reactive to Proactive” with the firm belief that to be profitable, you must be proactive.

Meet Bob McCann — Sales & Marketing Pathway Host

Bob McCann, Lead MRAA Certification Consultant, says dealers are working through a changing market and he is looking forward to helping Dealer Week 2023 participants tap into the [Sales and Marketing Pathway](#) education to meet those challenges. McCann has enjoyed the boat business for 24 years as an innovative marketer and educator applying his sales method known as TIPS (Traffic, Interactive Website, Process and Sales).

He is delighted to host the Sales and Marketing Pathway and welcome dealers to his hometown of 53 years. When not working with dealers on their processes through the MRAA Certification program, McCann can be found riding his road bike around Tampa Bay and boating in the surrounding waters with his wife Carol.

“I’ve been looking forward to this opportunity since I piloted the role years ago,” said Bob McCann, MRAA. “After years of speaking to dealers to help them sell more boats, I’m looking forward to engaging with the experts selected this year and helping them focus and go deep on their topic to ensure the participants depart with tangible actions items for immediate improvement. Inspiring dealers to commit to improvement is immensely enjoyable and rewarding in and of itself.”

Register today for [Dealer Week 2023](#) and take advantage of early bird savings.

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](https://www.mraa.com) or contact us at 763-315-8043.