



Marine Electronics Journal

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Marine Electronics Journal Hires New Advertising Sales Director Ray Clark

The Board of Directors of the *Marine Electronics Journal* (MEJ), official magazine of the National Marine Electronics Association (NMEA), is pleased to announce the appointment of Ray Clark as the magazine's Advertising Sales Director. Clark will replace long-time Advertising Director Bruce Cole, who is retiring after 28 years of exceptional service. Clark will begin his responsibilities effective with the NMEA Marine Electronics Conference and Expo, to be held September 18 – 22, in Orlando, FL.

"We are delighted to bring Ray Clark and his associate, Colin Swartz, aboard the MEJ team," said Board Chairman Ken Englert. "Ray brings a wealth of experience both in the marine market and in print, digital, and web media." Others on the MEJ team will remain, including Jim Fullilove, Editor, Kelly Williams, Designer, and Leslie Curtis, Operations Coordinator.

Ray Clark brings more than 24 years of experience in the marine market and in magazine publishing. He has been a top advertising representative for the magazines *WoodenBoat* and *Professional BoatBuilder* since 1999. Clark is also the Director of Sales for the International Marina and Boatyard Conference.

"Ray will be an integral member of the team that produces the top magazine for NMEA members, and for the entire North American marine electronics industry," Englert said. "We recognize that MEJ is a critically important communications medium for the NMEA, and for the entire worldwide industry." MEJ is distributed in

print and digital formats to more than 12,000 subscribers in North America and abroad.

Clark's responsibilities will include sales for the *Marine Electronics Journal*, the *MEJe*-newsletter, and for the consumer/trade website, NMEAboater.com.

Clark is a graduate of Northeastern University and holds degrees in electrical engineering and business administration.

About *Marine Electronics Journal* and the NMEA

MEJ is the official trade publication of the NMEA and is published 6 times per year. The July/August Buyers' Guide issue is the consumer issue and is distributed at several domestic boat shows and an international boat show. Founded in 1957, the NMEA has led the way in establishing technical standards for data exchange in marine electronics, with the widely accepted NMEA 0183 data protocol, NMEA 2000® and certification standards for marine electronics technicians. NMEA standards and programs focus on ensuring that the boating consumer is provided with reliable products and professional service. For more information on *MEJ*, visit www.MarineElectronicsJournal.com. For more information on NMEA, visit www.NMEA.org.