



**MARINE RETAILERS ASSOCIATION OF THE AMERICAS**

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FOR IMMEDIATE RELEASE

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## **MRAA Announces 2024 Young Leaders Advisory Council**

MINNEAPOLIS, DATE – The Marine Retailers Association of the Americas announced today Co-Chair officers and six new members for the Young Leaders Advisory Council (YLAC). As young marine professionals working within the recreational boating industry, council members help to further the industry for business stakeholders and consumers. Along with possessing ambitious leadership and industry awareness, YLAC ambassadors influence future programs and shape marine business.

YLAC Chair **Susan Duquette**, President of Lakeview Marine, Inc., in Webster, Mass., maintains her role as Chair, representing the council on the MRAA Board of Directors. Joining YLAC last year, **Wendy Ramsey**, General Manager at Pirate Cove Marine Inc. / Owner of RBK Distribution Inc., in Ontario, Kemptville, Canada, returns in 2024 as Co-Chair.

“We are grateful for the commitment of our council members in donating their time and passion to benefit our industry. I look forward to what we can accomplish in addressing challenges that we all share in our dealerships,” says Duquette.

“YLAC has taken the opportunity to redefine their purpose over the past few years and is gaining traction. It’s great to see new faces ready to contribute and represent MRAA and the next generation of boat dealers,” says Sarah Korbel, MRAA Events and Operations Manager and Staff Representative.

### New YLAC Members:

- **James Cimino**, Owner, Sierra Hills Mobile Marine, Auburn, Calif.
- **Justin Dysert**, Lead Sales Consultant, Taylor’s South Shore Marina, Waynesville, Ohio
- **Will Monson**, General Sales Manager, Moose Landing Marina, Naples, Maine
- **Braden Panasiuk**, General Manager, Gibbons Motor Toys, Salmon Arm, B.C., Canada
- **Briley Phillips**, Sales Associate, Phil Dill Boats, Lewisville, Texas
- **Zack Ryden**, Controller, Ryden Marine & Minocqua Yamaha, Minocqua, Wis.
- **Jon Stovall**, General Sales Manager, Ocean Blue Yacht Sales, Stuart, Fla.

### Returning YLAC Members:

- **Christian Hansen**, General Manager, Idaho Water Sports, Idaho Falls, Idaho
- **J Hurless**, Owner, Reeder-Trausch Marine, Rockville, Ind.
- **Kenda Kennard**, Business Development Representative, Huntington Distribution Finance (Industry Representative), Schaumburg, Ill.
- **Ashlynn LaLonde Olson**, Vice President, Hutchinson’s Boat Works, Inc., Alexandria Bay, N.Y.
- **Heather Mess**, National Marina Manager, MarineMax, Inc., Clearwater, Fla.

- **Krista Sparkes**, Regional Director, Smoker Craft, Inc. (Industry Representative), New Paris, Ind.
- **Sarah Korbel**, Events and Operations Manager, MRAA, Minneapolis, Minn.

The mission of the YLAC is to supplement and support [the mission of the Board of Directors of the MRAA](#). YLAC provides guidance as to the current state of the marine retailers' day-to-day operations, both in challenges and opportunities. YLAC strives to set the example in identifying, inspiring, recruiting and onboarding key younger generation members to participate in the association, facilitating the future growth and success of MRAA.

The MRAA will hold a call for applications this fall. [Click here](#) to learn more about YLAC, or email [sarah@mraa.com](mailto:sarah@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](http://MRAA.com) or contact us at 763-315-8043.