

Marina Recreation Association Updates Member Communications

The Marina Recreation Association has designed three improved newsletter formats to provide better access to news, events and useful information to the marina industry. Yvonne Cantrell, board member and a past president, announced the changes. "It's better for us and better for our members," said Cantrell. "It's definitely more cost-effective for the Association, and the members have ready access to our articles and news from the Internet where it is ready to read and reference when they want it. In today's business environment, it makes no sense to give the members more paper to deal with."

Of the twelve planned newsletters per year, eleven will be distributed via email and a "Year in Review" magazine will be printed and distributed by regular mail. The email newsletters will include eight standard monthly newsletters with one or two "hot topics" for the month; as well as three "full-featured" newsletters with special articles on legal, legislative, human resources and marketing written by industry experts in their fields. All newsletters will be available on the MRA website.

The once-per-year printed edition is undergoing a makeover to enhance its value to the members. In addition to feature articles that members have enjoyed in the past, the printed version will take on an "annual report" role to encompass a synopsis of the MRA year in review and highlight the year's accomplishments. "We are working with our marketing communications consultants to redesign the printed newsletter to create a handsome, well-designed "yearbook" that will include feature articles members will want to keep in their library," said Cantrell. "The yearbook will also recognize the accomplishments and contributions of our members and note the progress of MRA efforts in support of our industry."

For additional information, contact Mariann Timms at or email questions to timms@marina.org.

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