



**September 15, 2017**

For Immediate Release



## **State of the Marine Industry-Embracing Change to be presented by NMMA's Robert Newsome at the 46th Annual MRA Educational Conference & Trade Show**

The boating business is booming and changing fast! The recreational marine industry continues to grow each year with increasing boat sales, all while undergoing significant changes that are leading to new opportunities for boating participation, new product development, and new technology.

In this presentation, Robert Newsome, VP of Engineering Standards & Membership for the National Marine Manufacturers Association (NMMA), will discuss several factors that are changing the face of the boating industry, and how the industry is adapting to meet the needs and expectations of today's consumers including:



- The overall economic state of the marine industry
- How consumer demand is accelerating the growth of particular boat types
- The skilled labor shortage, and how it impacts domestic manufacturing and service
- The demographics of boat owners and first-time boat buyers, and how the industry is coming together to bring in the next generation boaters
- The advent of alternatives to traditional boat ownership
- How globalization is changing trade and competition, and the opportunities that come from a new truly global marketplace
- The emergence of new technologies, and how it's changing how boaters interact with marine products

The world around us is changing, and changing fast. And with this change comes exciting new opportunities for the recreational marine industry to thrive and connect people to the joys of the boating experience.

Robert will be presenting on Tuesday, October 24, 2017 at 11:10 am. For more information on the event, visit; <http://www.marina.org/2017conference/index.html>.

***The Marine Recreation Association is a professional organization that represents marina owners, operators, and industry professionals located throughout the western United States***

***with additional members in Canada, Mexico, and Australia. Created more than 46 years ago, the MRA actively promotes and represents recreational boating interests while providing educational, management, and operations seminars and information for marine industry owners, operators, and staff.***

For additional information about the MRA, and all of its activities and interests, please contact Mariann Timms by phone at (209) 334-0661, email at [timms@marina.org](mailto:timms@marina.org) or go online at <http://www.marina.org>.