



MICHIGAN[®]
BOATING
INDUSTRIES
ASSOCIATION

THE VOICE OF
BOATING IN MICHIGAN

Advancing, Promoting & Protecting
the marine industry since 1958

2020 ANNUAL REPORT





From the Chairman

Greetings MBIA Members,

What a crazy year! It started this Spring when we had to cancel the Progressive Novi Boat Show during the event, then we could not allow people in our facilities, then we worried about opening our stores and buildings and keeping our staff safe. Would we be able to launch boats? There was so much uncertainty. When the first Executive order hit the books, Nicki and her staff worked tirelessly with our lobbying firm and attorney to let our state leaders know how safe boating

truly is.

And WOW, once that happened and boating was deemed to be a safe family activity, things went nuts. Work got done on boats in storage, boats were launched, inventory sales exceeded availability. At our marina alone, we saw dozens of new boats. We have also rented every slip and rack and we have a waiting list for next year.

As we continued to see a surge throughout the summer, MBIA communicated to boating consumers about education and responsibility on the water to ensure Michigan boaters were safe.

This is why being an MBIA member is worth every penny. We have great leadership and a talented staff. If there is any help that you need, feel free to reach out to the MBIA staff.

In-person MBIA member events were also cancelled this year, and it is unfortunate that we have not been able to gather and network like we normally do. We appreciate all those who attended the 2020 Virtual Recreational Boating Educational Conference and were able to see some familiar faces and great educational sessions. More virtual sessions are coming in the new year, and hopefully we can gather together again soon.

The story of uncertainty remains the same in 2021, we have unfortunately already had to cancel the 2021 Progressive Detroit Boat Show due to safety concerns. MBIA is updating Boatmichigan.org, the #1 resource for Michigan boaters, highlighting our members with an online product and service directory as well as a list of boating events consumers can attend during the show season. An advertising and PR campaign will run in January when the Detroit show was to be held, keeping boating top of mind for all the seasoned boaters and the huge increase in new boaters in our state – keeping the momentum over the off season and into the 2021 season.

Rest assured, whatever comes our way, the MBIA Board and staff will be working for you and our industry every step of the way.

Thank you for your membership and support,

Tom Den Herder
MBIA Board Chairman
President, Yacht Basin Marina

2020 Board of Directors

Chairman:

Tom Den Herder
Yacht Basin Marina
Holland, MI

Vice Chairman:

Tom Ervin
Walstrom Marine
Harbor Springs, MI

Secretary/Treasurer:

Jim Coburn
Coburn Consulting Company
Macomb, MI

Directors:

Jim Adams
Freeway Sports Center
Fenton, MI

Rob Davis
Club Royale
Waterford, MI

Amy Krueger Malow
Jefferson Beach Yacht Sales
St. Clair Shores, MI

Chris Lisowicz
North Shore Marina
Spring Lake, MI

Patti Smith
Silver Spray Sports
Fenton, MI

Tim Tadsen - Associate
Toledo Beach Dock. Assn.
LaSalle, MI

Warren Wolf
Wolf's Marine
Benton Harbor, MI

Regional Directors:

Pete Beauregard
Southeast
Colony Marine
St. Clair Shores, MI

Tom Ervin
Northern

Tom Den Herder
Southwest



Executive Director's Letter

It has been nine months since the Governor's first STAY AT HOME ORDER, and it has been the most challenging time of my 32 years with MBIA, but also the most rewarding. In addition to lost lives and isolation, 2020 brought many other challenges including lost businesses, high water damage, dam breaches, fires, and other devastations. We are mindful of them all and hope for a better 2021 for everyone.

As this year comes to a close, we have many to thank including those who worked tirelessly in the early days of the pandemic to help us communicate daily with the Governor's office and to our members as we worked to get our industry back open.

We thank our Board of Directors whose leadership is the fuel and the compass for this Association. We are grateful for your willingness to serve – especially these past months when you have experienced challenges at your own businesses. We also thank the many members who helped us deliver video documentation to the Gov's office showing how safely boats can be delivered and launched, shared protocols they developed for safe operation, that we could then share with other members, and shared pertinent information found from other states and legal rulings. All of this helped tremendously as we worked to get boating open again. The silver lining was the unity behind the effort – and the universal benefit to all our members -- exactly what MBIA is here to for.

Another silver lining behind the COVID-19 pandemic came when people found themselves with discretionary dollars and the desire to find safe, fun outdoor recreational opportunities. As you all know boating came to the forefront and 2020 will be our 11th consecutive growth year and surely set another record in Mich.

Legislative representation in Lansing and Washington is one of the top-rated benefits for our members. In any given year there may be up to 5000 bill introductions to review for impacts to our industry and your businesses. To assure our leaders and regulators understand the importance of our industry to the economy as well as the quality of life for millions of boating families we share important statistics, which are sure to grow along with the growth we have had this year.

- Boating has a \$7.8 billion economic impact on Michigan's economy each year.
- It supports more than 40,000 jobs, and 1,500 businesses and...
- Nearly 50 percent of Michigan's population get on the water each year to boat and fish
- The BEA reports Outdoor recreation represents 2.1 percent of the U.S. GDP
- Michigan is the 3rd largest marine market in the country and ranks #2 in boat registrations

Looking ahead to our boat shows, I fully believe once shows can get back underway, they will be bigger than ever. There are thousands of new boaters who will want to EXPERIENCE A SHOW - for the shopping, learning, networking, and entertainment that comes from these AWESOME in-person events. MBIA will continue to produce our three boat shows and support non-MBIA produced boat shows around the state where we can.

Looking ahead to our strategic goals: We are diligently working on a long list of projects dedicated to support our members success in the coming year including:

- Continued Workforce Development Initiatives
- Legislative & regulatory efforts to make it easier and more profitable for marine business in Michigan
- Protecting our water, and fisheries and the access to them.
- How to "sustain and retain" the growth we have seen from COVID-19
- Bring more value to our members as we work together to advance, promote, and protect our industry

As always, we thank you for your membership support; it helps strengthen our united voice. We are grateful for your trust and proud to continue to offer you value in our programs, foundations, market expansion efforts, and more. Please reach out if you need help or to discuss how we can bring more value to you and your business.

Sincerely,

Nicki Polan
Nicki Polan
Executive Director

MBIA Staff

Executive Director

Nicki Polan

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noviboatshow.net

metroboatshow.net



**THE VOICE OF
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the marine industry since 1958

AWARDS | ACHIEVEMENTS | ACCOLADES

HALL OF FAME

Pete Beauregard, Jr. of Colony Marine Sales and Service in St. Clair Shores and Pontiac has been inducted into the MBIA Hall of Fame for the year 2020.

"The MBIA Board of Directors voted unanimously that Pete be inducted for contributions far beyond support of the MBIA's mission - as he is highly respected and an inspiring leader, who has proven through his generosity of time and shared insight to be truly committed to the success of Michigan's boating industry," said MBIA Chairman Tom Den Herder of Yacht Basin Marina in Holland.

Beauregard is the President and Owner of Colony Marine Sales and Service and Michigan Harbor Properties. His career in the industry spans more than 45 years. He first was elected to the MBIA Board in 1990 and has served on the Board for more than 17 years, chairing many committees including Boat Show Advisory, Legislative, and PAC.

Beauregard was recently inducted into the Macomb County Hall of Fame and was appointed by Gov. Snyder in 2018 to serve a 3-year term as a MI State Waterways Commissioner where his priorities include repairing and upgrading our aging Michigan marinas and launch sites and promotion of the recreational boating industry.

"Pete's passion for our industry resonates throughout his family and friends, the community and state," said MBIA Executive Director Nicki Polan. "With this induction, Pete joins his father as a Hall of Famer - Pete Sr. was inducted in 1995."



LIFETIME ACHIEVEMENT

MBIA has awarded Chris Lisowicz of North Shore Marina and Barrett Boat Works in Spring Lake with the Ray L. Underwood Lifetime Achievement Award for 2020, for his contributions to the recreational boating industry through leadership, dedication, innovation, and personal motivation.

"Because of his longevity, dedication, and personal integrity, Chris has earned wide recognition within our industry and the respect of his professional peers," said Den Herder. "The MBIA Board voted unanimously to honor Chris Lisowicz with this, one of our most prestigious awards."

Lisowicz is the current owner of North Shore Marina and Barrett Boat Works. Chris bought North Shore Marina in 1989 and Barrett Boat Works in 2003. He has dedicated his life's work to these two marinas and to the success of the industry.

If you stop by the marina, you will normally find Chris working in the yard, and it is this style that has earned him respect and dedication from his employees, his customers, and community. Even with this hands-on approach, Chris has volunteered his service to the MBIA Board for more than 9 years since 2009.

"Chris has been instrumental as a lead member on the Finance Committee which led the charge to update the MBIA's investment policy and goals in order to assure MBIA will be available to support members through



future downturns," said Polan. "Today, members are benefitting from this charge."

Lisowicz has also been an ardent supporter of workforce development efforts to bring more young people to our industry to discover new careers.

LIGHTHOUSE AWARDS

MBIA has honored eight contributing partners with Lighthouse Awards, in appreciation for their extraordinary efforts to grow workforce development in the Michigan marine industry.

"The individuals we honor with this years Lighthouse Awards have been dedicated partners - helping our efforts to bring marine tech education to our state," said Polan. "With their help, we now have two new programs, with more on the horizon, creating a crucially needed talent pipeline for our MBIA members and the boating industry."

The 2020 Lighthouse Recipients are:

- Valerie Corbett, Project Manager, Workforce Education at Macomb Community College
- Patrick Rouse, Director of Workforce & Continuing Education at Macomb Community College
- Margaret Podlich, Executive Director at ABYC Foundation
- Nikki Storey, President at Great Lakes Boat Building School
- Joseph Petrosky, Associate Provost of Academics and Workforce, and David Bradley, Coordinator of Employer Engagement at Oakland Community College
- Janelle Arbuckle-Michael, Senior Economic Developer at Department of Planning & Economic Development, Macomb County
- Wendy Mackie, President/CEO at Rhode Island Marine Trade Association

These individuals were the core of workforce development success in 2020, including the start of two new marine technician programs at the Great Lakes Boat Building School in Cedarville and at Macomb Community College in Warren. A third program is anticipated to start in 2021 through Oakland Community College.

To see the presentations click on Awards under Membership on mbia.org.

ADVANCING

Recreational Boating Educational Conference

The 2020 virtual Annual Meeting and Recreational Boating Educational Conference (RBEC) deemed a success! This year's event like most others in 2020 was moved to a virtual format and was condensed to a half-day. More than 100 members registered for the event. "With format change, more members and their employees were able to attend and benefit from education, inspiration, and entertainment RBEC offered this year," said Polan.



Chairman Tom Den Herder gave his Chairman's Address, and Executive Director Nicki Polan gave her Association update during the event. Keynote speaker Steve Lerch, who spent 10 years at Google, gave a motivated speech about staying innovative, and amping up customer service, even though the boating industry saw a banner year in 2020. MBIA Lobbyist Bret Marr from Muchmore Harrington Smalley and Assoc. gave the latest post-election legislative update and did an interactive Q&A with attendees. MBIA staff and partners gave quick updates on legal issues, RBIEF, Workforce Development, Membership, the Clean Marina Program and more. If you'd like to know more about any of the topics discussed, please contact the MBIA Office.

Recordings of the conference were made available for more members to watch following the live event. The recordings are available for a limited time on mbia.org.

Mark your calendar for the **2021 Recreational Boating Educational Conference, December 1 & 2, in Grand Rapids!**

Workforce Development Initiative

Even during the midst of the pandemic, workforce development made great strides in 2020, with the opening of two new marine tech programs in Michigan, and the continuation of great partnerships to create an educated talent pipeline for Michigan's boating industry.

Great Lakes Boat Building School in Cedarville announced at the January Progressive Detroit Boat Show that, in partnership with Mercury Marine, they would begin a comprehensive year-long program in September. Their first cohort of students was at capacity with a waiting list.

Macomb County Community College began a fast track, month-long training program in November that will move students into jobs at a dealership or marina quickly.

MBIA members will receive information on how they can connect with graduates of both programs. Details are coming soon!

During the Progressive Detroit Boat Show, the Association hosted its third annual Career Days during mid-week of the show. More than 200 people took the opportunity to register and learn more about the industry from exhibitors at the show that showcased products, brought in their technicians to teach those interested, and more. Thank you to the companies that participated for taking time out of their busy days to help with this tremendous effort.

Workforce development continues to be a top priority in the MBIA's strategic planning and staff will continue to pursue opportunities to open new programs around the state in 2021. Funding, Equipment, and instructors are the biggest challenges to start a program - if you have any of these resources or information to offer, please reach out to Amanda at MBIA at awendecker@mbia.org or 734-261-0123, ext. 3.



Recreational Boating Industries Educational Foundation



RBIEF Directors:

President

Jim Coburn
Coburn & Associates, LLC.
Macomb, MI

Treasurer

Rob McCarthy
Skipper Bud's
Harrison Township, MI

Secretary

Nicki Polan, MBIA
Commerce Township, MI

Matt Anderson
Global Marine Ins. Agency
Traverse City, MI

Amy Krueger-Malow
Jefferson Beach Yacht
Sales
St. Clair Shores, MI

Torre Miller
Diesel Fuel Doctor
Lansing, MI

The Recreational Boating Industries Educational Foundation (RBIEF) increased the amount of funds distributed this year, as qualified applicants express keen interest in careers in the marine industry. The Board awarded \$8,250 in scholarship funds to 8 students. The RBIEF scholarship fund was developed in 1986 by the MBIA with the mission: advancing opportunities for scholarships and training benefitting Michigan's marine industry. Traditional scholarships are awarded to college students interested in a career in the marine industry, as well as current MBIA members and their employees for industry conferences, certifications, and other training programs. Continuing education "industry" scholarship applications can be submitted year-round and are available on mbia.org. With this granting, the fund will have distributed \$391,117 to deserving recipients. The RBIEF Board has allocated another \$1,500 for industry scholarships in 2020.

"Michigan's marine industry needs qualified and educated individuals to continue to be the third largest marine market in the country," said RBIEF President Jim Coburn of The Coburn Consulting Company. "RBIEF is proud to provide funding and opportunities for individuals interested in having a career in boating."

RBIEF scholarship recipients:

- Ryan Austin – *Gregory P. Krueger Scholarship*
- Margaret Bailey
- Gretchen Hambrick
- Nicholas Kehrig
- Taylor Mowery
- Taylor Oselka
- Matthew Reynolds
- Mackenzie Thomas

The MBIA Board donated \$15,000 to the educational foundation in 2020 and encourages others to donate as well. Contributions are tax deductible.

In 2020, the RBIEF Marketing committee updated the program's logo and mission statement: Advancing opportunities for scholarships and training benefitting Michigan's marine industry. The Committee continues to work to create more marketing materials from past recipients to promote the program to new candidates.

Michigan Clean Marina Program

MBIA and the Clean Marina Specialists have worked hard to overcome many challenges this year, but still saw great success, with three MBIA Members pledging to become certified, 11 new certifications and 11 recertifications.

Marinas Recertified in 2020:

All Seasons Marine in South Haven, City of Harbor Springs Marina in Harbor Springs, Copper Harbor State Dock in Copper Harbor, Eagle Harbor State Marina in Copper Harbor, East Tawas State Dock in East Tawas, G. Marsten Dame/ Northport Marina in Northport, Lac Labelle State Dock in Copper Harbor, Mackinaw City Municipal Marina in Mackinaw City, Miller Marina in St. Clair Shores, Port Austin State Dock in Port Austin, Yacht Basin Marina in Holland

Marinas newly certified in 2020:

Discovery Pier in Traverse City, Eagle Pointe Harbor in St. Joseph, Klave's Marina in Pinckney, Macatawa Bay Yacht Club in Macatawa, Michigan Harbor Properties in St. Clair Shores, North Star Sail Club in Harrison Twp., Pentwater Municipal in Pentwater, Pier 33 in St. Joseph, Ryde Marine, Inc. in Alanson, SkipperBud's Cass Lake in Waterford, South Shore Marine LLC in Whitehall

Congratulations, and kudos to all 93 Marinas that are certified and continue to maintain their certification status. Designated Clean Marinas are sought after by boaters, who are naturally environmentally conscious and love to preserve the waters they cruise.



michigancleanmarina.org

2020 CMP Directors:

President

Mark Breederland
MSU Sea Grant
Traverse City, MI

Secretary

Ward Walstrom
Walstrom Marine
Harbor Springs, MI

Treasurer

Nicki Polan, MBIA
Commerce Twp., MI

Chris Babcock, MI EGLE
Lansing, MI

Gerry Santoro
Macomb County, MI

Kathleen Torresen
Torresen Marine
Muskegon, MI

REPRESENTATION & PARTNERSHIPS



MBIA Works Closely With National and State Organizations

In our commitment to offer continued education, industry statistics and timely industry news, MBIA maintains membership and partnerships with many related associations, and maintains working relationships with many industry experts in order to provide information to our members that will help them manage their businesses more effectively. MBIA works closely with these local and national groups:

- Michigan Society of Association Executives
- Great Lakes Small Harbors Coalition
- US Army Corps of Engineers
- Michigan Secretary of State's Office
- Lake St. Clair Tourism Initiative
- Michigan Waterways Commission
- Michigan Natural Resources Commission
- Michigan Economic Development Corp.
- Michigan Inland Lakes Partnership
- DNR Land & Water Management Division
- DNR Law Enforcement Division
- EGLE and MI Coastal Management Program
- Grow Boating Initiative/Discover Boating
- Michigan Port Collaborative
- Tourism Industry Coalition of Michigan
- National Marine Manufacturers Association
- Recreational Boating Leadership Council
- Advisory Council of Marine Associations
- National Marine Trades Council
- Marine Retailers Association of America
- Michigan Clean Marina Foundation
- Michigan Sea Grant (MSU & UofM)
- Metro Detroit Convention and Visitor's Bureau
- Pure Michigan/Travel Michigan
- National Marine Lenders Association
- Association for Marina Industries
- American Boat and Yacht Council
- Boat U.S.
- Recreational Boating & Fishing Foundation
- Michigan Charter Boat Association



Michigan Waterways Commission

MBIA is represented on the Waterways Commission with three MBIA members, Mary Rising of Action Water Sports, Pete Beauregard Jr. of Colony Marine, and Barb Brooks of Boyne City/F.Grant Moore Marina. The Michigan State Waterways Commission was established by the Michigan legislature in 1947. The Commission is responsible for the acquisition, construction, and maintenance of recreational harbors, channels, docking and launching facilities, and administration of commercial docks in the Straits of Mackinac. The Commission members are appointed by the Governor, with the advice and consent of the Senate, to serve three-year terms.

PROTECTING - LEGISLATIVE

Legislative Reception Held during Detroit Boat Show

The MBIA hosted a Legislative Reception during the Progressive Detroit Boat Show, inviting legislators and dignitaries from around the state to the premier boat show in Michigan. A strong contingency of legislators attended. MBIA's Nicki Polan gave an industry update informing the legislators and attendees of the importance of boating in Michigan, including the \$7.8 billion economic impact and 2.2% of the GDP in the country. Lobbyists Bret Marr and Pat Harrington from MHSA, the Association's lobbying firm, also attended and presented. The announcement of the Mercury Marine and GLBBS partnership for a new marine tech program in Michigan was significant and showed the initiative of our industry to create a talent pipeline, which is greatly needed. Thank you to all of the members and exhibitors who participated in the event and had wonderful displays showcasing our careers in our amazing industry. Establishing relationships with our leaders in Lansing, and making sure they know the importance of the boating industry is an important initiative of the MBIA.



5,000 or more Legislative bill introductions each year!

In any given year our Michigan Senators and Representatives can introduce 5,000 or more bills to be considered for passage into law here in Michigan. In any given year, it is not unusual for hundreds of these bills to have some impact and/or direct impact to boating in Michigan.

The MBIA maintains a full-time, well-respected lobby firm in Lansing whose qualified lobbyists watch these bill introductions, communicate regularly with legislators and report to the MBIA to be sure our industry does not miss an opportunity to support bills that can help us and speak out against bills that work against us.

American Boating Congress & ZOOM Meetings

Typically, a small group from MBIA staff, Board, and legal council would make an annual trip to Washington D.C. for the American Boating Congress. In May, this event was held virtually. This group would also make several trips to Lansing throughout the year to meet with the Michigan Boating Caucus, testify, and educate our Reps. and Senators. These in person meetings were replaced by ZOOM meetings this year with both U.S. Congressional and State leaders including: Senator Gary Peters, Senator Debbie Stabenow, and Governor Gretchen Whitmer.

Recreational Boating Leadership Council

MBIA participates in the Recreational Boating Leadership Council, (RBLC) made up of MRAA, NMMA, MTA's, AMI and a whole host of other recreational industry organizations seeking coordination on a political round table focused on supporting the marine industry. This group has been instrumental in a number of successes for our industry including a recent joint letter onto which MBIA co-signed asking for PPP loan expenses to be deductible.



Donate today to support your industry!

MBIA has worked hard to establish itself as "the voice" of both the marine industry and its consumers here in Michigan. The MBIA has taken a leadership role in making the leaders of our state and local government more responsive to the recreational boating community. Every individual who works in the marine industry and/or enjoys boating in Michigan should make an annual contribution to the MBIA-PAC. It is the single most effective method by which we can make our voice more powerful.

State Legislative victories over the years include:

2020 - MBIA has a long list of wins for our members over the past several months as well as the last 62 years including:

- Immediately set up direct communication lines to the Governor's office, DNR, and other key departments to establish MBIA as the key point of contact to safely open boating
- Fielded hundreds of calls and emails and made communication to members our highest priority with daily updates
- Provided much needed clarification on Executive Order wording through contacts in Lansing
- Worked as a trusted partner to reverse the ban on boating
- Created C19 resource page for members including HR, CDC, Legal, & PPP
- Providing free webinar opportunities to help members navigate C19
- Gained approval to launch and deliver boats before marine was essential
- Participated in Governor's work group to get marinas open before essential
- Negotiated extension on expired boat registrations as SOS was closed
- Assisted Governor's work group protocols for opening events/boat shows
- Worked with Secretary of State's new software to create temp fix when discovered it did not allow boats to be registered in Michigan for those who live out of state, and more!

- 2019 - Stopped MI Treasury's attempt to disqualify documented boats from STOD law
- 2018 - Clarified language on the SOS website related to in-transit repair plates
- 2017 - Lowered Bottomland Lease Rates by 25 percent and addressing unfair interpretations of the language
- 2016 - Passed Abandoned Boat Legislations
- 2015 - Introduced Abandoned Boat Legislations
- 2015 - Stopped Skier in Tow Flag requirements
- 2014 - Won Sales Tax on the Difference for boats
- 2013 - Lobbied for and received \$21 million to emergency dredging funds
- 2013 - Expedited dredging permits with more flexible restrictions
- 2013 - Low interest marina dredging loan program
- 2012 - Stopped random inspections for boats with Coast Guard Safety Sticker
- 2012 - Passed requirement to have all barges lit at night
- 2012 - Eliminated requirement for persons riding on or being towed behind a personal watercraft to wear certain personal flotation devices.
- 2012 - Clarified criteria for investigatory stops of moving vessels.
- 2012 - Allowed electronic verification of identity for title and registration purposes.
- 2012 - Revised boat livery permit term and certificate of number fee and term for certain non-motorized livery boats.
- 2012 - Established Multistate Aquatic Nuisance Species Compact
- 2011 - Advisory council to recommended laws to prevent aquatic invasive species introduction through trade pathways.

See more history at www.mbia.org

PROMOTING

Boat Shows

We were fortunate as an industry to host the Progressive Detroit Boat Show before the pandemic took hold in the United States. While attendance was lower than the year prior, contributing factors included the move of show dates to January, a snowstorm that plagued one weekend, and the COVID cases ramping up in other countries; sales were not hindered! Several exhibitors reported record sales, and we are happy to see that increased sales carried on through the boating season.

The Progressive Novi Boat Show was unfortunately cancelled by Governor's orders after its opening day to mitigate the spread of COVID-19.

Several factors contributed to the Board of Directors canceling the Progressive Metro Boat Show in September, including the continuation of COVID-19 outbreaks, required safety protocols and limitations, inventory shortages, public perception and the safety of our workforce.

In November, the Board and staff had to make the hard decision to postpone the 2021 Progressive Detroit Boat Show for the health and safety of our exhibitors, their staff, and the general public. At the time of this report, the Association is hopeful to produce the 2021 Progressive Novi Boat Show in March, and Progressive Metro Boat Show next September. Not only to bring the interactive experience of boat shows to the dramatic increase of new boaters (and past customers), but also as the MBIA depends on boat show revenue as its operating budget.



Social Media & Websites

A summer-long social media campaign on MBIA's consumer and industry social media pages garnered hundreds of new followers, captured by the promotion of boating in Michigan. The MBIA also maintains consumer, industry and boat show websites with thousands of visitors annually. These sites heavily promote MBIA members, exhibitors, industry partners and the boating lifestyle. In particular this boating season, our efforts focused on boating education, and the safe opportunity boating offers in spending quality time with family when so many other things were cancelled. Campaigns like "watch your wake, share the lake," links to online boaters safety courses, and the rules of the water encourage new and seasoned boaters to be safe and responsible on the water.

Creating Positive Boating Press

MBIA works year-round to promote boating, our members, boat shows and the lifestyle to Michiganders. Some 2020 headlines read:

62nd Annual Progressive Detroit Boat Show reports solid sales and quality attendees

Recreational boating & outdoor recreation are leading contributor to U.S. economy

Marine Tech School Opening - Announcement at the Detroit Boat Show

Boating is the perfect on-demand vacation this summer

There's a Boat for Every Budget - The Oakland Press

Boating Educational Foundation grants \$8,250 to scholarship recipients

Governor signs bill to restore \$8 million to help keep Asian carp out of Great Lakes

MBIA MISSION STATEMENT

The purpose of the Michigan Boating Industries Association is the general ethical, educational, communicative and promotional advancement of the boating industry in the State of Michigan. The Association shall be the voice of the industry in dealing with government agencies, affiliated national and local organizations, and national or local issues affecting the boating industry. MBIA, founded in 1958.