



Tidings Newsletter Winter 2022



ON WITH (MOST OF) THE SHOWS, although with reduced dealer participation due to supply chain issues and reduced attendance due to the Pandemic. Thanks to Mike Steiner (West Coast Sales) for this photo from the 2022 Seattle Boat Show.

View From The Bridge

I hope that this issue of *Tidings* and everything new that you see about the NMRA is something that you view as positive and going in a direction that you are happy with.

It was January 2021 when I solicited the input of the other NMRA Officers to see what they thought about taking the Association in a new direction. Our Executive Director at the time, Kelly Flory of The Martin Flory Group (MFG), had been doing it all for NMRA for many years, from keeping our books straight, doing the public relations, handling IBEX, finding new affiliates, and generally keeping us afloat.



Scott Kolodny

But we had reached the point where we were heavily in debt to MFG and could no longer afford the do-everything services Kelly and MFG had so competently provided. The officers met with the Board and a select group of past board members/officers to talk about the state of the NMRA. Everyone was in agreement that to sustain the organization, our officers and Board members had to take a more active role, we had to pay what we owed to Martin Flory - and we needed to have an executive director with the right skills who would be willing to manage NMRA based on a scaled-down 20 hours of work per month.

With the help of a one-time assessment to each Member Rep Group, we were able to resolve our debt to MFG. Our goal with the new NMRA would be an organization that would work within our budget constraints, have a better web presence, be involved with all sorts of social media, recruit new Member agencies and affiliates, and be run by the officers and Board, rather than by the Executive Director.

Thereafter, we interviewed a select group (including Martin Flory) for the re-imagined NMRA Executive Director position. We were clear on what we were looking for and asked each interviewee to give us their best pitch for the job. When the interview process was completed last spring, it was a unanimous decision to offer the role of Executive Director to David Pilvelait, Director of marine products development, marketing & PR agency Home Port Global.

We have launched a new NMRA web site (read more about it below) and are moving forward with the goals of NMRA more clearly defined and a plan to run this organization in the “black” for now on. As always, your comments and suggestions are welcome. Please reach out to any NMRA Officer or Board Member. – **Scott Kolodny (ComMar Sales), President, NMRA**

Introducing The New NMRA Web Site @ www.nmraonline.org



After several months of work under the volunteer leadership of Chris Martorano (The Merifield Company), the NMRA web site has been totally re-designed. Thank you, Chris!

At the new www.nmraonline.org, it's easier for Members and prospective Members to get current info about the Association and the benefits of membership, for manufacturers to learn about the importance of independent sales reps in the marine supply chain - and to quickly find NMRA Member Rep Groups wherever they need them.

2022 NMRA Scholarship Fund Drive Underway – Pledge Now

Since 2008, the NMRA has actively contributed to the future of our industry by offering scholarships to students pursuing education in the maritime trades. Last year, we were able to award a \$3,000 scholarship to Xavier Bedell of Brimley, MI, who is attending the Great Lakes Boat Building School.

We need the help of all members to help expand our 2022 scholarship fund by participating in the NMRA Scholarship Fund Drive. **Learn about suggested pledge levels below** or email info@nmraonline.org for more info.

Eight Bells For Henry Wyatt “Tripp” Hammack III

A friend to so many NMRA members, “Tripp” Hammack passed away last September in Merritt Island, FL. He had been a marine manufacturers representative for more than 30 years. A moment of silence in Tripp’s memory was observed during the NMRA general membership meeting at IBEX 2021.

In Case You Missed It...

NMRA’s two annual awards were presented at IBEX 2021 in Tampa. The **Mel Barr Award** was presented posthumously to Larry Porche, who died early last year. Larry spent nearly half of his 44-year career with Land ‘N’ Sea, most recently as director of strategic business development. He was involved with multiple acquisitions throughout his tenure, including Bell Recreation, Kellogg and Diversified Marine. The **Old Pro Award** was presented to Ivan Cross of The Merifield Company. Ivan has spent his entire professional career in the marine industry. He became a partner in The Merifield Company in 1983 and he’s the third owner since the company was founded in 1932. He has served on the board of NMRA and is currently a key advisor to the Board and a committee leader.



Larry Porche

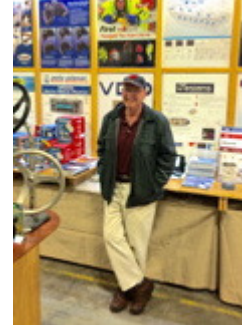
Are You Following NMRA On LinkedIn?

For the latest Association news and programs updates between issues of *Tidings*, follow NMRA on LinkedIn. <https://www.linkedin.com/company/national-marine-representatives-association>.

Member News & Notes

Dick Chandler (ComMar Sales), Still On The Road At 90+

ComMar Sales is celebrating the long career of team member Dick Chandler, who is past his 90th birthday and still on the road. Dick started his marine career in 1953 working for JH Westerbeke Co. in Boston, picking up coffee for the mechanics, but his gift of gab and natural sales ability were a perfect fit for the Westerbeke parts department. From there he was promoted to an outside sales position. He would go on to work for Mack Boring, a Volvo distributor, Seaboard Marine and a sail hardware distributor, before starting his own rep group, The Chandler Company, which was acquired by ComMar in 1990.



Empowering Systems Adds Features To AccountManager CRM For Reps

NMRA Affiliate member Empowering Systems has upgraded its AccountManager CRM with a new mapping feature in their mobile app that shows customers in a territory, new dashboards in their AccountReporter Analytics and a powerful new web app. For more info, contact April Slepian, aslepian@empoweringsystems.com.



S.M. Osgood Acquires Kroes Corporation

NMRA Member Rep Group S.M. Osgood Company has acquired rep group Kroes Corporation to expand its presence in the greater Midwest region. Kroes partner Kevin Hannula brings his 21 years of experience to the Osgood team. "Kevin has a passion for the marine industry and bringing creative solutions to our customers. He has earned a very high level of trust with our key customers and many of the manufacturers we represent. We are grateful to have him on our team," said S.M. Osgood President Brandon Dekker.



Grant Products Celebrating 100 Years

NMRA Affiliate Member Grant Products has a heritage that began in 1922 and is celebrating 100 years for the brand. The company manufactures a complete line of custom steering wheels and steering wheel accessories. For more info, contact Todd Froelich, tfroelich@grantproducts.com.



Malco® Products Adds To Product Line

NMRA Affiliate Member Malco® Products has expanded its product line with the addition of EPA-registered disinfectant wipes and ready-to-use cleaner. Malco Disinfectant Wipes are multi-purpose wipes that clean, disinfect and deodorize hard, non-porous surfaces in one easy step. Malco Disinfectant RTU Cleaner is a ready-to-use cleaner that disinfects, sanitizes, cleans and deodorizes hard non-porous and soft surfaces. For more info, contact Jennifer Bowman, jennifer.bowman@malcopro.com.



Big Bumper Company Adds To Inflatable Line

NMRA Affiliate Member Big Bumper Company is marking four years in business with an expansion of their line of quick inflate/deflate bumpers and the addition of manufacturing capability in the US. Big Bumpers are available in 16 skus, with four lengths, two diameters and in black and gray. For more info, email Call Miller, cal@bigbumpercompany.com.



2021 A Strong Year For Bennett Marine

NMRA Affiliate Member Bennett Marine reports a strong year for 2021, with the addition of new team members and significant renovations to HQ in Deerfield Beach, FL. The internal offices now have brand new floors and fresh coats of paint. The factory has been rearranged in an effort to directly speed up production. In addition, the building's exterior also got a fresh coat of paint. For more info, email Kirsten Corssen, kirsten@socialnavigator.net.



OneUP Safety Net Saves Lives

NMRA Affiliate Member OneUP reports that several of the OneUP Safety Net totem poles placed on the Canarian coast have been used to save the lives of five people at four different times in the last year. Each OneUP Totem contains 3 OneUPs, which are ultra-compact, lightweight and portable lifebuoys that inflate into a horseshoe shape in less than two seconds when in contact with water. For more info, email Ruben Sanchez, ruben@oneupsaves.com.





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2022 Marine Trades Scholarship Fund Drive

The National Marine Representatives Association (NMRA) has served marine industry independent sales representatives and marine manufacturers for more than 50 years. In 2008, we established the NMRA Scholarship Fund, as part of our continuing effort to grow and support the marine industry.

In years past, NMRA has awarded up to \$4,500 in scholarships to outstanding students pursuing marine-related careers. Here are a few success stories from past scholarship recipients:

Noah Luff graduated from the California Maritime Academy with a marine transportation degree and is now employed by the Washington State Ferries. Grateful to the NMRA for its support in his educational goals, Luff now aspires to become a boat captain. When asked how he'd advise his past self, Luff said he'd counsel to persevere, take it one day at a time, and remember to keep things in perspective.

Andrew Grossi is in the home stretch of the Yacht Design program at the Westlawn Institute of Marine Technology. He said, "I am doing well - I have a GPA of 97 and consistently receive positive instructor's reviews for my designs, so please know that the NMRA's money is being spent in a good manner."

Funds for the NMRA scholarships have been raised from within our membership. Each year, we want to support even more future marine industry professionals. Will you please become an NMRA scholarship sponsor?

SPONSORSHIP LEVELS AND BENEFITS

Ship's Crew—\$100 Contribution

Receives: Publicity and recognition as a sponsor. NMRA scholarships are publicized multiple times each year through press releases that gain industry media coverage, direct messaging to colleges and trade associations, and articles in the NMRA newsletter. Your company name and sponsorship level will be included in these messages.

Captain—\$500 Contribution

Receives all the benefits above, plus: Your company will be named as a major NMRA scholarship contributor. You will be invited to participate in the scholarship presentation.

Admiral—\$1,000 (and up) Contribution

Receives all the benefits above, plus: You will receive a special certificate of appreciation and have the opportunity to rename future NMRA scholarships.

Simply pledge your support via email to info@nmraonline.org or by phone to 804-599-0150. Invoices won't be sent out until April, 2022, making it easy for you to pledge today! Please join us in helping the future of our marine industry (donations are not tax-deductible.)

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