



**Tidings
Newsletter
Spring 2022**

www.nmraonline.org



NMMA's 2022 winter boat show season wrapped in March with the Progressive® Insurance Northwest Sportshow®, presented by Discover Boating®. NMMA is integrating the Discover Boating brand across all boat shows and other events going forward. (Photo courtesy NMMA).

Rep Night Returns To IBEX

After a 2-year hiatus due to the COVID-19 pandemic, Rep Night, NMRA's most important networking event connecting our Rep Group Members with our Affiliate Members and other industry professionals, will return at IBEX 2022 on Tuesday, September 27. Mark your calendars, more info will be available over the summer.



Welcome New NMRA Members!

Spring has blossomed for NMRA with the addition of 3 new members. **Thundercat Marketing**, headquartered in Bend, OR, is our newest Rep Group Member. Welcome Jim Cermak and his associates, Michelle Cermak, Kim Hevia and Bruce Brown.

Also welcome new Affiliate Members, **Cobra Wire & Cable** (represented by Atlantic Marketing Company, GSW & Associates, Midwest Outdoor Marketing and Pac West Marketing) and **Newport Engineering Associates** (represented by GSW & Associates, Midwest Outdoor Marketing and Diversified Marketing). Thank you Craig Cochran of GSW for bringing our new Affiliate Members on board.

NMRA needs each and every Rep Group Member to reach out to their suppliers to encourage them to join NMRA. Your Executive Director, David Pilvelait, can provide Affiliate Membership applications and info on the benefits for supporting NMRA. Email david@nmraonline.org.

NMRA Supports The Louisiana Cajun Navy



NMRA has made a donation to the Louisiana Cajun Navy, re-purposing funds originally designated for Rep Night At IBEX 2021, which was canceled due to COVID-19.

Doug Sanders (right) of NMRA Member ComMar Sales presented a check to Louisiana Cajun Navy Founder Clyde Cain (left). The all-volunteer Cajun Navy is ever-present to provide hurricane relief. It was originally formed in the wake of devastating Hurricane Katrina, as civilians took to their boats to come to the aid of stranded Louisianans.

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>.



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Member News & Notes

Jayson Steiner Joins The Merifield Company

Jayson Steiner has joined The Merifield Company as a Sales Representative for the Northwest and Mountain West regions.

A second generation manufacturer's representative, Jayson has been involved in the marine industry in the Pacific Northwest for 13 years, working in shipyards, retail and at the wholesale level. For more information, visit www.merifield.com.



William F Miller Rep Winton "Parker" Bacon Named To *Boating Industry* 40 Under 40

William F Miller (WFM) sales rep Parker Bacon has been named to the 2022 *Boating Industry* magazine list of up and coming industry professionals under the age of 40.

Parker joined William F Miller and Associates in 2014 and started in a customer service role. He is a Tennessee native and graduated from the University of Tennessee at Chattanooga, where he was President of the UT at Chattanooga Bass Fishing Team. Parker covers Kansas, Missouri, Oklahoma, Northern Texas and Southern Illinois for WFM. For more information, visit www.williamfmiller.com.



Big Bumper Company Taps Gartner For Southeast Sales

NMRA Affiliate Member The Big Bumper Company has chose NMRA Member Rep Group The Gartner Group as sales representative partner in the southeast. The Gartner team will promote the unique, high quality line of quick to inflate/deflate bumpers to their network of distributor and dealer customers. For more info, contact Cal Miller, cal@bigbumpercompany.com.

BIG BUMPER COMPANY

Malco® Products Adds To Presta Marine Detailing Products Line

NMRA Affiliate Member Malco® Products, Inc. has added X-14® Heavy Duty Cleaning Wipes and Mildew Stain Remover to the Presta Marine line of watercraft and RV detailing products.



The addition of X-14 cleaning products to the Presta Marine line expands X-14 market availability and offers marine customers superior products for removing tough stains from watercraft and RV surfaces. For more info, contact Jennifer Bowman, jennifer.bowman@malcopro.com.

Kold-Ban KSM Supercapacitor Now Standard on Midnight Express Boats

NMRA Affiliate Member Kold-Ban International recently announced that Midnight Express boats 43' and longer now come equipped with Kold-Ban's KSM supercapacitor, also known as an ultracapacitor.



The KSM can be installed in any direction and ensures the boat starts, even when the battery is dead. Because of its KAPower technology, the KSM completely eliminates the possibility that these Midnight Express boats will ever be stranded with a dead battery. For more info, contact James O. Burke, joburke@koldban.com.

S.M. Osgood Acquires Progressive Sales

NMRA Member Rep Group S.M. Osgood Company has acquired rep group Progressive Sales Company.



S.M. Osgood is focused on marine, RV and sporting goods throughout the Midwest while Progressive Sales has primarily focused on marine & RV OEM in greater Michigan and Indiana.

Patrick Weiss, a 20-year marine OEM veteran and owner of Progressive Sales and his support team member Chris Dygert, who has a 40-year background in the RV & marine markets, came with the acquisition. For more information, visit www.smosgood.com.