



**For Immediate Release**

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## **Marine Marketers of America Announce Miami Marketing Panelists**

February 5, 2008, Orlando, FL – Marine Marketers of America recently announced its bi-annual General Members Meeting to be held during the Miami International Boat Show on Friday, February 15 from 2-4 pm in Room A202 of the Miami Convention Center.

The highlight of the gathering is a professional panel discussion entitled, ***“Red Hot Marketing Strategies in a Stone Cold Market,”*** to be moderated by NMMA Vice President of Marketing Carl Blackwell. Presenters and panelists have been finalized and include Aarn Rosen of Statistical Surveys and Rick Walters of Rick Walters Research, each of whom will provide a brief overview of power and sail market results from 2007, respectively, including a review of national and regional sales trends. This statistical overview will be followed by the moderated panel session featuring leading marketers whose companies have all bucked the declining industry sales trends and posted positive gains in 2007.

Panelists who will share their effective marketing strategies include Hunter

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## **2-2-2-2/MMA Miami Panelists Announced**

Marine Director of Sales & Marketing John Peterson; Sabre Yachts and Back Cove Yachts Vice President of Marketing & Sales Bentley Collins; Tiara Yachts Director of Marketing David Walsh; Russo Marine President & CEO Larry Russo, Sr.; and ASA Electronics'/Jensen Marine Industry Manager Fred Sherrerd.

“We are extremely pleased by the strength and scope of our panelists and the credible insight they bring to our industry,” said Marine Marketers of America President Wanda Kenton Smith. “Each of our panelists bring a different perspective to share, along with hands-on tips, techniques and tactics to benefit others. We welcome all who are interested in learning how to better improve their marketing to attend this outstanding program and line-up.”

In addition, the event will include a social/networking opener mixer, plus the announcement of several major new initiatives by board members in the areas of pro bono marine marketing projects, professional development plans plus a brand new North American Speakers Bureau and Awards Program.

The association general meeting and panel presentation is free of charge. Seating is limited, however, and available on a first-come basis; RSVPs are highly recommended: Contact Patti Velsor at 407 856-6680/email [patti@kentonsmithadv.com](mailto:patti@kentonsmithadv.com) to confirm attendance. For more information about Marine Marketers of America, visit [www.marinemarketersofamerica.com](http://www.marinemarketersofamerica.com)

MMA meeting event sponsors include the National Marine Manufacturers Association and Bonnier Corporation.

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