



Marine Marketers of America

For Immediate Release

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MARINE MARKETERS OF AMERICA ANNOUNCES PROGRAM FOR MIAMI MEETING, EXTENDS FINAL DEADLINE FOR NEPTUNE AWARDS SUBMISSIONS

Award Entries Due by January 23

MIAMI – Jan. 16, 2013 – Marine Marketers of America (MMA) today announced the program for its bi-annual general membership meeting, which will be held at the Miami International Boat Show at 3 p.m., Feb. 14, 2013 in the convention center.

In addition to association updates, MMA is featuring a leading social media expert and popular speaker, Ellen Valentine of Silverpop, who will share practical advice and best practices for optimizing social media as a key marketing tool in today's fast-changing business environment. Two additional industry social media experts will follow to share best case studies and recommendations for targeted marine applications. The event will conclude with a social mixer.

“Ellen Valentine’s experience working with major national brands at Silverpop will provide the marine industry and our marketing community with innovative new ways to both tap and embrace the online sales funnel,” said Wanda Kenton Smith, president of MMA. “Ellen’s proven experience in developing strategies and implementing programs that increase revenues, raise brand awareness and improve customer satisfaction should be of value to our members and provide a wealth of useful tips that marketers can take back and immediately apply to their businesses.”

The MMA membership meeting and presentation is hosted by Title Sponsor Dominion Marine Media www.dominionmarinemediacom.com, and by My-Villages www.my-villages.com. To register for the free event, visit <http://mmageneralmeeting.eventbrite.com/#>; for more information, <http://www.marinemarketersofamerica.org/custompage.asp?pg=2013generalmeeting>.

This year’s annual Neptune Awards, which recognize best work by marine marketers, will be held in conjunction with the NMMA’s Thursday morning breakfast meeting and industry awards celebration. Due to holiday deadlines, the final date for Neptune Awards submissions is extended to January 23. Complete details on the Neptune Awards, including entry guidelines and entry form, are posted on the newly re-launched MMA website at www.marinemarketersofamerica.org.

About Marine Marketers of America

MMA (www.marinemarketersofamerica.org) is a professional development organization working to enhance the success of marketing and communications professionals involved in the recreational marine industry. The association was established in 2007.