

# 2011 Annual Report



The Voice of Boating in Michigan



# Advancing, Promoting & Protecting the Marine Industry in Michigan



Michigan Boating Industries Association (MBIA) is the official state-wide marine industry association which serves as the voice to Michigan's \$3.9 billion marine industry and Michigan's nearly 1 million registered boats. Established in 1958 by marine businesses dedicated to the betterment of the overall boating industry, the MBIA has come to achieve recognition as one of the most productive and progressive marine trade associations in the nation.

The association is dedicated to the advancement, protection and promotion of boating across Michigan. With nearly 1 million registered boaters on file, MBIA's role is instrumental to the continued well being of the industry as it relates to promoting the interests of recreational boating; improving industry conditions; enhancing facilities development; monitoring legislation and advancing the education of those in the industry.

With 300 MBIA member companies and through the support of its membership, MBIA continues to stand strong in its leadership role as the voice of the recreational boating industry in Michigan and throughout the United States.

## MBIA BOAT SHOWS

MBIA produces three association-owned boat shows, the Detroit Boat Show in Detroit, the Spring Boating Expo in Novi, and the Boating & Outdoor Festival in Harrison Township. The proceeds from these shows benefit the entire marine industry as a whole and recreational boating in Michigan through MBIA's programs and promotions.

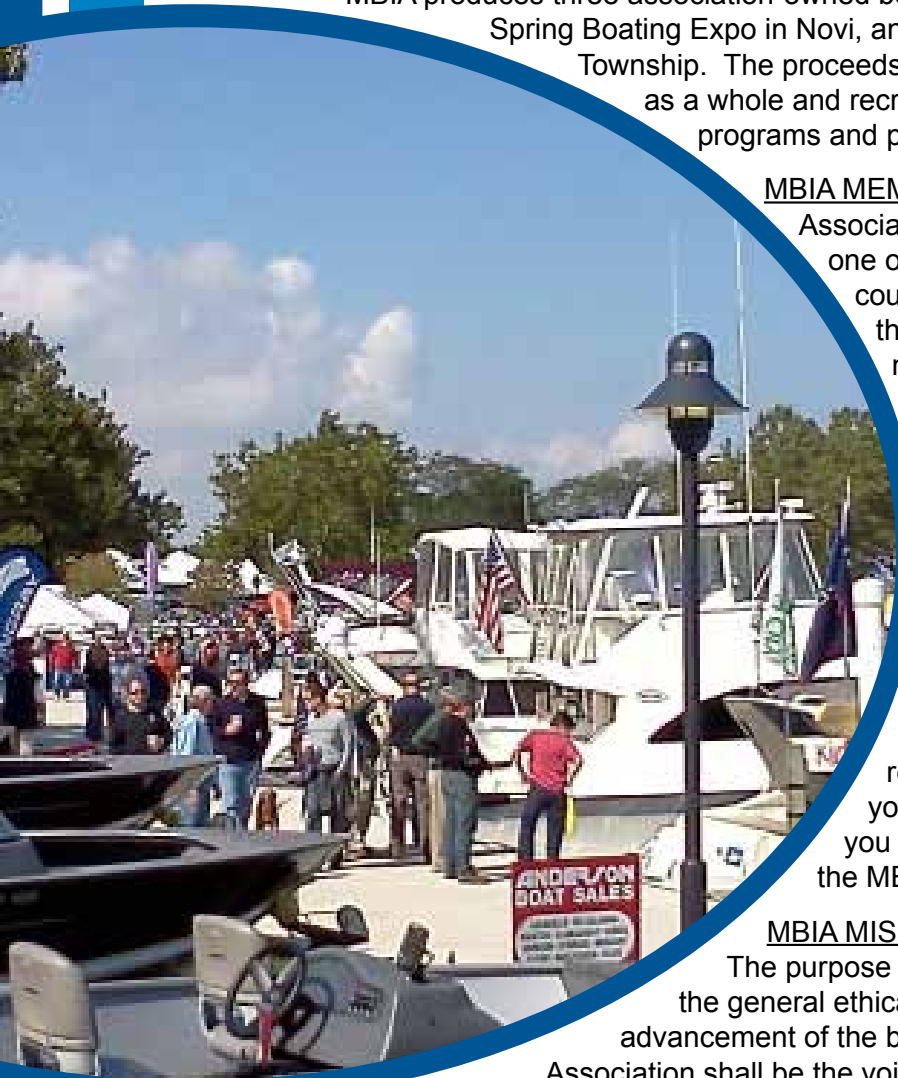
## MBIA MEMBERS:

Associations are only as strong as their members. As one of the leading Marine Trade Associations in the country, MBIA has 300 marine businesses to thank for their ongoing support through membership. MBIA members are boat dealers, marina operators, marine service companies, banks, insurance companies, manufacturers, repair shops, retailers and others.

Congratulations to all members, who in 2011 were recognized for many achievements. Currently there are 41 certified Michigan Clean Marinas, with more that have pledged to become a certified Clean Marina in the future, plus many certified Marine Industry Dealers. Both programs are designed to improve the boating experience in Michigan. We also take this opportunity to recognize all MBIA member companies. As members you stand above all others because of the commitment you have made to your industry through membership in the MBIA.

## 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.



# 2011 Chairman's Message



Fellow MBIA members:

I appreciate the opportunity to serve as MBIA Chairman working with John Ropp and the entire staff. Even with my many years on the board, I didn't fully appreciate the talent, desire and dedication of our MBIA staff to serve members as well as the boating industry. Also I would express my thanks to the entire board for making this year of transition so smooth. The decision to expand our board to include representatives from BAM and our associate members certainly paid dividends through the input from these talented people.

In 2011, economic challenges persisted. I am hopeful the signs of growth continue. Locally we are experiencing a new level of cooperation between government, business and individuals in promoting Michigan's greatest assets - one of which being our vast waterways on which we enjoy the opportunity to live, work and play. The MBIA will continue to play an important role in supporting any local efforts to grow boating throughout the state.

As John Ropp detailed in his report, our organization concentrated much of its efforts on fiscal stability. All of the MBIA staff should be thanked for their outstanding effort and, in many cases, sacrifices in achieving most, if not all, of the financial goals laid out for the year.

Although budget and finances were always on the front burner, it did not stop the board and staff from continuing to advance many worthwhile programs including:

- Michigan Clean Marina Foundation
- Federal, State and Local Legislative Lobbying
- Boater's Association of Michigan
- Three MBIA Produced Boat Shows

The MBIA staff and I look forward to sharing updates on these programs and more during our annual meeting.

I ask all members to continue to support MBIA through your time, and in many cases financial resources for the many new initiatives planned for 2012; including the new membership drive, our Political Action Committee activities (2012 is an election year), BAM remarketing, and the continuing community work of the Education and Clean Marina Foundations.

Wishing all members, their families, customers and friends a very blessed Holiday season and successful 2012.

Sincerely,

Steve Remias  
MBIA Chairman

# President's Letter



Hello MBIA Members,

It has been my distinct pleasure serving you this past year. As of our annual meeting, December 1st, I have been on-board for one full year. During this past year it has been challenging, exciting, extremely difficult, but most importantly – successful!

Let me explain... It is a constant challenge to learn, comprehend, and provide direction to the many facets of this industry facing MBIA on a daily basis – all at a breakneck-speed. At the same time it energizes me with excitement for where my passion truly resides; in membership development, show/event production, sales of sponsorships and advertising, and the overall creation of new revenue streams – where every product is a seamless collaboration of efforts... the ultimate goal. Facing an economic environment of uncertainty is devastating to consumer confidence which is more critical to the boating industry than most – something I do not need to tell you. In the midst of this recession, with annual losses mounting and our king-pin of boat shows recording a previous year loss for the first time in 52 years – MBIA was experiencing the same challenges as many if not all of our members were. It was critical to make the necessary but difficult cuts that were overdue. Concessions were made, needs were put on hold, equipment was bandaged, and every line item on the income statement was scrutinized. We developed a saying around the office – “is it nice or necessary”. And the “necessary” sometimes didn’t make the cut.

In the end, the cuts were deep, reflecting a thirty two percent (32%) decrease in our association activities expenses. To the credit of this wonderful staff... we did more with less. And what I am most proud of – is MBIA’s quality of service to its members, boat show attendees and the recreational boating public at-large – Was Not Impacted!

The results of these efforts were very successful in every regard, netting a one hundred and sixty seven percent (167%) improvement of the overall bottom line for the association from last year to this year. More details are found later on in this report.

With the light at the end of the tunnel looking more like sunshine, and not an on-coming train – we all hope that the worst of these times are behind us. Regardless of the uncertainty, MBIA is committed to pushing forward with some critical legislative issues, adding additional member benefits, exploring statewide show opportunities, and aggressively rolling out the new recreational Boaters’ Association of Michigan (BAM) membership.

In conclusion, Strength is in Numbers! Therefore, I am asking for your help to benefit your industry and association, with a critical membership drive that is underway. I am asking for your help in recruiting one new member in your area. MBIA will provide you with all of the materials and assistance necessary to be successful, but – I am asking for your help by taking the initiative to visit your fellow industry neighbor and encourage them to join MBIA.

I look forward to meeting each and every member in the near future at one of our regional meetings or on one of my “visiting members” trips around the state. It is important to me to meet, visit, listen, and reengage the membership – so please do not hesitate to call me with any concerns or suggestions.

Thank you for your continued support! Wishing you the best in 2012!

Best regards,

John J. Ropp  
President/CEO

# MBIA Staff & Board of Directors

In December each year, the Regular Members of the MBIA elect their board representatives to direct MBIA through the upcoming issues of the new year. These dedicated individuals volunteer their time and energy to attend a minimum of six board meetings held at various locations around the state. Board members act as the steering committee setting policies, procedures and objectives. The association's efforts include advancing, protecting and promoting the boating industry in Michigan on your behalf.

## MBIA Staff

### **President & CEO:**

John Ropp  
jropp@mbia.org

### **Director of Communications & Promotions:**

Nicki Polan  
npolan@mbia.org

### **Director of Exhibitor Sales:**

Neil Williams  
nwilliams@mbia.org

### **Controller & Foundation Administrator:**

Donna Needham  
dneedham@mbia.org

### **Marketing & Communications Coordinator:**

Amanda Crabtree  
acrabtree@mbia.org

### **Administrative Assistant:**

Cindy Fleischer  
cfleischer@mbia.org

### **MBIA**

32398 Five Mile Rd.  
Livonia, MI 48154  
Phone: 734.261.0123  
Email: boatmichigan@mbia.org

### **Web sites:**

mbia.org  
boatmichigan.org  
detroitboatshow.net  
springboatingexpo.net  
boatingandoutdoorfest.com

## 2011 MBIA Board of Directors - At the helm

### **Chairman:**

Steve Remias  
MacRay Harbor  
Harrison Twp., MI

### **Vice Chairwoman:**

Kathleen Torresen  
Torresen Marine  
Muskegon, MI

### **Secretary/Treasurer:**

Jim Coburn  
Coburn & Associates, Inc.  
Macomb, MI

### **Directors:**

Jim Adams  
Freeway Sports Center  
Fenton, MI

Tom Haag  
Colony Marine Service  
St. Clair Shores, MI

Greg Krueger  
Jefferson Beach Yacht Sales  
St. Clair Shores, MI

Steve Popkie  
W.C. Beardslee, Inc.  
Harsens Island, MI

Debi Schroeder  
Wilson Marine  
Brighton, MI

**Regional Directors:**  
Douglas Bergmann - Northern  
Bergmann Marine  
Charlevoix, MI

Chris Lisowicz, Southwest  
North Shore Marina  
Spring Lake, MI

Steve Remias, Southeast

**MBIA BAM Director:**  
Tim Tadsen  
Toledo Beach Marina  
Carleton, MI

# Awards | Achievements | Accolades

## MBIA Mayor's Cup

Governor Rick Snyder was chosen to receive the 2011 Mayor's Cup Award given by the MBIA annually for outstanding contributions to the recreational boating industry in Michigan. Governor Snyder was recognized by the MBIA Board of Directors for his leadership in changing the Michigan Tax structure and the elimination of the Michigan Business Tax.

"Governor Snyder's contributions have a direct benefit to Michigan's businesses, including our marine industry," said MBIA President John Ropp. "His recognition is further highlighted by his interest and participation in boating in our great state of Michigan. MBIA Board of Directors offer their highest regard and admiration with this award."

The Mayor's Cup Award started in 1984 and 30 individuals have been recognized since its inception. The list of recipients includes Michigan cities, legislators, organizations and individuals that have made an outstanding contribution to recreational boating.



## Lighthouse Awards

In 2011, the Michigan Boating Industries Association honored Macomb County for its "Main Stream Main Street" river initiative designed to incorporate more than 35-miles of river and Lake St. Clair shoreline from Auburn Hills to Harrison Township. Additionally, the MBIA Board recognizes Macomb County's continued efforts to support Michigan's boating industry and the Boating & Outdoor Festival.

The Michigan Boating Industries Association created the "Lighthouse Award" in 2004 to recognize individuals for their dedication and contributions to the industry. Past recipients can be found at [www.mbia.org](http://www.mbia.org).

(l - r) Steve Remias, MacRay Harbor; Gerry Santoro, Macomb County; John Ropp, MBIA President

# Hall of Fame



In 2011, MBIA inducted Greg Krueger, Jefferson Beach Yacht Sales into the MBIA Hall of Fame.

The MBIA Hall of Fame Award is presented in recognition of extraordinary achievements, longevity, and contribution to MBIA and the recreational boating industry. The award recognizes an individual who has proven to be outstanding in furthering the MBIA objectives of advancing the recreational boating industry through promotion, education and/or innovation, and who has been dedicated to the perpetuation of the highest ideals, trust and professionalism.

## Past Recipients

### 2010

Van W. Snider Jr., CAE  
Michigan Boating Industries Association  
John Bennett Kean  
Kean's Marina

### 2009

RBEC Cancelled  
No inductions

### 2008

John Hatfield  
Howe Interlakes Marine

### 2007

Frank McBride  
Frank P. McBride, Jr., Inc.

### 2006

Robert Spicer  
Spicer's Boat City

### 2005

Pete Matta  
Lake Fenton Marina

### 2004

John Ennenga  
Whitehall Landing  
Russ McNamara  
Murray's Boats & Motors

### 2003

Lew Haeck  
Attwood Corporation  
Harold Smith  
Oselka's Snug Harbor Marine

### 2002

Bob Hayes  
Wonderland Marine West  
Marc Howard  
Belle Maer Harbor  
Gordon Torreson  
Torreson Marine  
Ward Walstrom, Sr.  
Walstrom Marine

### 2001

Bill, Tom, & Jim Brennan  
Brennan Marine  
Dave Irish  
Irish Boat Shop

### 2000

Richard Gallagher  
Boats Inc.

### 1999

Jack Leverenz (posthumously)  
Recreational Promotions (Boat Show USA)

### 1998

Arthur Crouch  
Northwestern Boat Company  
Jack Love  
Past Director  
Spirit of Detroit Unlimited Boat Racing

### 1997

Herb Eldean  
Eldean Ship Yard  
Carl Vorndran  
Carl's Boats & Motors

### 1996

Virginia Caffery  
Michigan Boating Industries Association  
Fred Hawreluk  
Sterling Bank & Trust, FSB  
Leon Slikkers  
S2 Yachts

### 1995

Pete Beauregard, Sr.  
Colony Marine Sales & Service  
Calvin Connell  
Crusader Marine  
Judy Wheeler  
Michigan Department Of Natural Resources

### 1994

Dick Adams  
Freeway Sport Center  
Robert Giesler  
All Seasons Marine

### 1993

Frederick T. Alberda  
(posthumously)North Shore Marina, Inc.  
Anthony Byrd  
Byrd Marine, Inc.  
Daniel Foster  
Rotary Specialties

### 1992

Fred Alter  
Fred Alter Association  
Bruce Dodds (posthumously)  
Dearborn Marine Engines  
Alvin Wagner  
Jefferson Beach Marina, Inc.

### 1991

Marvin B. Kean  
Kean's Detroit Yacht Harbor  
Bill McMachen  
McMachen Sea Ray  
Kenneth W. Parks  
Great Lakes Boat Top  
Ray L. Underwood  
Muchmore Harrington Smalley & Associates  
Larry Vater  
Decks & Docks  
Ken Wilson (posthumously)  
Wilson Marine

# Clean Marina Designations

The Michigan Clean Marina Foundation is a public-private partnership between the Michigan Boating Industries Association, Michigan Sea Grant College Program, and the Michigan Department of Environmental Quality. The Michigan Clean Marina Foundation fosters its objectives by disseminating information that will assist marina and boatyard operators in managing profitable businesses, while protecting and enhancing the quality of Michigan's waterways.

In 2011, three additional marinas became certified and many others re-certified. Michigan has a total of 41 designated Clean Marinas in Michigan:

**Algonac Harbor Club**, Algonac; **All Seasons Marine**, South Haven; **Anchorage Marine/Marina**, Holland; **Bay Harbor Lake Marina**, Bay Harbor; **Belle Maer Harbor**, Harrison Twp.; **Cedar River State Harbor**, Cedar River; **Charlevoix City Marina**, Charlevoix; **Copper Harbor State Dock**, Copper Harbor; **DeTour State Dock**, DeTour; **Eagle Harbor State Dock**, Copper Harbor; **East Jordan City Marina**, East Jordan; **Ed. C. Grace Memorial Harbor**, Village of Elk Rapids; **Eldean Shipyard**, Macatawa; **F. Grant Moore Municipal Marina**, Boyne City; **Grosse Pointe Shores Municipal Harbor**, Grosse Pointe Shores; **Hammond Bay State Harbor**, Cheboygan; **Harbor Springs Municipal Marina**, Harbor Springs; **Harborage Marina**, Boyne City; **Howe Interlakes Marine**, Indian River; **Irish Boat Shop**, Charlevoix; **Irish Boat Shop**, Harbor Springs; **Kean's Marina**, Detroit; **Lac La Belle State Dock**, Lakeport; **Lexington State Dock**, Lakeport; **Linwood Beach Marina**, Linwood; **Mackinac Island State Harbor**, Mackinac Island; **MacRay Harbor**, Harrison Twp.; **Manistee Municipal Marina**, Manistee; **Miller Marina**, St. Clair Shores; **Petoskey City Marina**, Petoskey; **Port Austin State Dock**, Port Austin; **Presque Isle State Harbor**, Presque Isle; **South Haven Municipal Marina**, South Haven; **St. Clair Boat Harbor**, St. Clair; **Straits State Harbor**, Mackinaw City; **Torresen Marine**, Muskegon; **Walstrom Marine**, Harbor Springs; **Walstrom Marine**, Cheboygan; **William G. Milliken State Park/Harbor**, Detroit; **Woodland Marina, LLC**, Brighton; and **Yacht Basin Marina**, Holland.



# Marine Five Star Certified Dealers



Marine Industry Dealer Certification is an industry standards program developed in a cooperative effort by boat manufacturers, dealers and engine builders, as part of an industry-wide effort to develop programs focused on delivering an excellent boating experience. By achieving certification, dealers have demonstrated they are dedicated to providing customers with a consistent and positive experience every time they visit their dealerships. MBIA is proud to announce 18 member marine dealers who have successfully completed the requirements to become Marine Industry Dealer Certified.

They are **Action Water Sports** in Hudsonville, MI; **Bass Pro Shop and Tracker Marine Boat Center** in Auburn Hills; **Burt Lake Marina** in Indian River; **Catawba Moorings, Inc.** in Port Clinton, OH; **Coldwater Lake Marina** in Coldwater; **Colony Marine** in St. Clair Shores; **Devil's Lake Water Sports** in Manitou Beach; **Grand Pointe Marina, Inc.** in Dimondale; **Ivancic Boat & Power, Inc.** in Cleveland, OH; **Jefferson Beach Yacht Sales**, St. Clair Shores; **MacDonald Marine, Inc.** in Frankfort; **Pier 33** in St. Joseph; **Skier's Pier** in Waterford; **South Shore Marine** in Huron, OH; **Spicer's Boat City** in Houghton Lake; **Traverse Bay Marine, Inc.** in Traverse City; **Wilson Marine Corp.** in Brighton; and **Wonderland Marine West, Inc.** in Howell.

[www.discoverboating.com](http://www.discoverboating.com)

# Advancing

## Education

MBIA works each year to advance the industry through education whether through programs designed to help members become certified as Clean Marinas or Marine Five Star Certified Dealers, or through education offered at regional meetings and at the Recreational Boating Educational Conference (RBEC). MBIA also educates legislators and the media about the importance of the industry via gathered and commissioned statistical research, e-newsletters, Websites, and media kits. Boaters have convenient access, via the MBIA, to free information about boating education courses, the importance of life jackets, information regarding how they can play a role in protecting their favorite recreational past time and support recreational boating in Michigan.

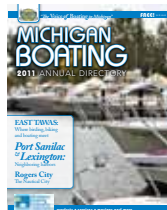
## Recreational Boating Educational Conference

More than 85 marine industry representatives came together in December of 2011 for MBIA's annual meeting and Recreational Boating Educational Conference known as RBEC. RBEC is the only networking and education conference in Michigan dedicated to the boating industry. It is an important arena in which to hear the latest industry updates, learn from fellow members and qualified speakers, and have a good time with your fellow MBIA members. All MBIA members should plan to attend RBEC as a part of the MBIA membership benefits.

## Member Benefits

In this tough economic climate, MBIA is pleased to offer a growing list of Member Benefits to save members money and become more competitive.  
(a complete list is available at [mbia.org](http://mbia.org))

- *New in 2011* – Discounted UPS Shipping
- Free listing in Boat Michigan Annual Directory – circulation 50,000 around the state
- Free listing on [www.boatmichigan.org](http://www.boatmichigan.org) in product and service search
- Discounts in all MBIA produced events
- Access to industry statistics, news, research
- MBIA Insurance Program - Great Midwest Insurance Company
- Blue Cross/Blue Shield quotes through Meadowbrook Insurance Company
- Reduced Visa/MC processing costs through MTG
- Money Savings through Staples Business Advantage
- AFLAC – supplemental insurance programs
- Fuel Discounts through SuperFleet/Speedway





The Recreational Boating Industries Educational Foundation (RBIEF) awarded \$9,450 in scholarship funds to 14 students for the 2011/2012 school year. The RBIEF scholarship fund was developed in 1984 by the Michigan Boating Industries Association (MBIA) as a support program for students interested in pursuing careers in the recreational boating industry. Scholarships are awarded based upon the value the applicant displays to the industry, academic achievement and financial need. With this granting, the fund will have distributed \$332,596 to deserving students.

“There are many interesting and challenging jobs within the boating industry and we are passionate about educating students about our industry,” said RBIEF Chairman John Hatfield of Howe Interlakes Marine in Indian River. “All industries can benefit from bright young minds and the perspectives of our younger generations.” RBIEF has information on the MBIA website under programs on [mbia.org](http://mbia.org)

#### **2011 RBIEF scholarship recipients:**

- Kaylee Banas, Commerce
- Lucas Bradburn, Fenton
- Jacob Carney, Traverse City
- Kristine Coburn, Macomb
- Lee Durham, Luna Pier
- Alyssa Giles, Grosse Ile
- Jared Luellen, Portland
- Daniel Matey, Traverse City
- Jakob Ottenhoff, Grosse Pointe
- Victoria Scarborough, Honolulu, HI
- Derek Sentieri, Bellaire
- Jason Surface, Traverse City
- Theresa Valentine, Bay City
- Joseph Warner, Traverse City

#### **RBIEF Directors:**

John Hatfield, President  
Howe Interlakes Marine, Inc.  
Indian River, MI

Robert G. Liggett Jr., Vice Pres.  
Grosse Pointe Shores, MI

Horst Sherriff, Treasurer  
PNC Bank  
Troy, MI

Greg Krueger, Secretary  
Jefferson Beach Yacht Sales  
St. Clair Shores, MI

James A. Coburn  
Coburn & Associates, LLC.  
Macomb, MI

John Ropp  
Michigan Boating Industries Assoc.  
Livonia, MI

Van W. Snider, Jr., CAE  
Waterways Commissioner  
Farmington Hills, MI

Ray L. Underwood  
Muchmore Harrington Smalley  
& Associates  
Lansing, MI

# Promoting

*Boat shows are a vital sales event for marine businesses, and provide the funding for MBIA programs and services that benefit all MBIA members and the boating industry throughout the state. MBIA produces boat shows as a benefit to members as they provide an important role in the buying process. In 2011, MBIA worked successfully to produce quality shows while cutting costs to avoid year end losses it had to endure in 2010.*

The MBIA has more than 54 years of experience producing boat shows that provide MBIA with its funding to conduct its state-wide programs benefiting all MBIA members including: lobbying efforts, RBEC and other educational programming, the Clean Marina Program, statistical reporting, communications, websites, Grow Boating Initiatives, the Boat Michigan Annual Directory and much, much more. All proceeds from MBIA boat shows go back to the industry. When supporting MBIA produced boat shows, whether as an exhibitor, attendee or helping to promote the event, members are supporting their industry.



After its first loss in more than 52 years, the 53rd Annual Detroit Boat Show turned around in 2011 due to a number of strategic belt tightening moves by the MBIA, and an increase in revenue from space and sponsor sales and admissions. The 53rd Annual Detroit Boat Show saw a minimal increase in attendance (up 1% to 62,224.) Because of the improving economic conditions, exhibitors purchased more bulk space expecting solid attendance and more positive buying attitudes from consumers who are experiencing growing confidence and pent-up demand. The dealers at the show expressed a more upbeat, positive consumer attitude and an increase in sales over 2010. MBIA estimated more than 1,000 boats were sold at this event and in post-show sales activity as people made their final purchasing decisions.



With the understanding of the value of boat shows as they bring thousands of potential and current customers together under one roof, the 19th annual Spring Boating Expo grew more than 30 percent as dealers were anxious to increase their space to capture a rebounding market. 12,862 people attended this event - down 9 percent due to unseasonably warm weather. But on the positive side, those attending were interested and motivated buyers – and the overall sentiment by exhibitors was upbeat based on the sales and leads generated over the 4 days. The Spring Boating Expo was held March 17 – 20 at the Suburban Collection Showplace in Novi, Mich.



The Boating & Outdoor Festival held at Metro Beach Metropark, Sept. 22-25, 2011 was deemed a success by exhibitors and MBIA. Attendance was up 4% over 2010 with 9,370 people attending. The number of exhibitors and the overall size of the show both increased over 2010. More than 127 companies exhibited – up from 91 in 2010. At this show dealers were selling boats, snowmobiles, ATVs, 4 wheelers and many other outdoor recreation products. Consumers had upbeat attitudes and genuine buying interest, more signs boat sales are moving in the right direction. Exhibitors were pleased with the crowds and the quality of buyers and leads generated at the event.





MBIA maintains two websites that work to advance, promote and protect boating as well as promote the boating lifestyle and MBIA produced boat shows. One specifically speaks to the MBIA members and industry: [www.mbia.org](http://www.mbia.org). Working as an information source for BAM members and all boaters in Michigan is [www.boatmichigan.org](http://www.boatmichigan.org). Also, each of MBIA's boat shows have their own pages: [www.detroitboatshow.net](http://www.detroitboatshow.net), [www.springboatingexpo.net](http://www.springboatingexpo.net), [www.boatingandoutdoorfest.com](http://www.boatingandoutdoorfest.com).



MBIA joined much of the world in creating a social media presence on Facebook and Twitter and invited all members to follow as we post important industry and boating information. In 2011, MBIA's social media presence continued to grow as more followers joined MBIA's events and many online promotions were implemented to help grow the number of fans, friends and followers for MBIA's boat shows and boating in Michigan.

### **Grow Boating Initiative – Welcome to the Water!**

The Grow Boating Initiative (GBI) is a cooperative venture by the recreational boating industry to increase participation and ultimately improve sales for any business with a financial interest in the marine industry – from boat manufacturers and dealers, to engine manufacturers, to accessory manufacturers and marine service providers. It is a strategic effort that encompasses every aspect of the boating experience from product to sales to service. MBIA continues to be a partner in the Grow Boating Initiative implementing Grow Boating initiatives in Michigan and carrying through the key messages, slogans and tools to MBIA members and Michigan's potential boaters.



### **Creating Positive Boating Press**

MBIA continues to take every opportunity available to promote boating to the media and public, and regularly issues state-wide press releases for National Safe Boating Week, Memorial Day Boat Launch Tradition, Clean Marina Certifications, Water Level Updates, Industry Updates, National Marina Day, Scholarship Awards, Holiday Gift Guide for Boating Enthusiasts, Free Boat Michigan Annual Directory, Show Calendars Updates, and National Fishing and Boating Week. MBIA distributes more than 50 releases annually.

### **Promoting our Members**

Through our 1-800 phone number, MBIA websites, Boat Michigan Annual Directory, search engine and consumer events, the MBIA continues to produce and improve its tools which lead the boating consumer to its members.

# Partnerships

## Boaters' Association of Michigan Serves as the Voice for Michigan Boaters



MBIA is the official, state-wide marine industry association which serves as the voice to Michigan's \$3.9 billion marine industry and Michigan's nearly 4 million boaters. Uniting all segments of our industry can insure Michigan maintains its leadership role in boating nationwide and that we protect boating for future generations.

As a consumer-based association managed by MBIA, BAM – Boaters' Association of Michigan was created in 2009 and continues to represent boaters in Michigan. BAM provide an important connection between boaters and marine businesses in Michigan and across the country.

## MBIA Works Closely With National and State Boating Groups

MBIA is affiliated with experts from all areas of the industry and associations all over the country who offer expertise and opportunities to partner on a variety of boating industry and association related issues. In its effort to offer continued education, industry statistics and timely industry news, MBIA maintains membership in 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
- Travel Michigan/Michigan Economic Development Corp.
- Recreational Marine Research Center- MSU
- Michigan Inland Lakes Partnership
- DNRE Land & Water Management Division
- Grow Boating Initiative/Discover Boating
- Michigan Port Collaborative
- Tourism Industry Coalition of Michigan
- International Association of Exhibitions and Events
- National Marine Manufacturers Association
- Advisory Council of Marine Associations
- National Marine Trades Council
- Marine Retailers Association of America
- Michigan State University
- Recreational Boating Industries Educational Foundation
- Michigan Sea Grant
- Metro Detroit Convention and Visitor's Bureau
- Pure Michigan/Travel Michigan

# Positive News Headlines in Review

## **Great Lakes Region remains one of strongest for new boat, engine, trailer, accessory and service sales in 2010**

Recent reports from the National Marine Manufacturers Association's (NMMA) annual Recreational Boating Statistical Abstract put Michigan in second place in the great lakes region, with a 10.6% increase in sales from \$317 million in 2009 to \$351 million in 2010. Country-wide recreational boating had the highest proportion of participation since 1999, with 32.4%, or 75 million people participating. This is an increase of 14% from 2009. Boaters also increased their aftermarket accessory sales by 6% and operating costs by nearly 4%. New boat trailers increased by 15%. Total power and sail boat sales were down 4% in 2010 compared to 2009. The relief this shows to the industry – the rate of new boat sales decline is slowing. Overall recreational boating retail totaled \$30 billion in 2010, a 1% decline from 2009.

### **More Headlines.....**

*U.S. Rep Candice Miller named to Congressional Boating Caucus*

*Three MBIA members named in Boating Industry Magazine Top 100 Dealers*

*New Regulations on Debit Fee Reductions Mean Savings for You*

*Three New Marinas Join the Ranks of Certified Clean Marinas – three additional marinas re-certified*

*Welcome to the Water video and more available on GrowBoating.org*

*Congress extends Wallop – Breaux Fund*

*EPA announces Great Lakes restoration grants*

*GE Capital report indicates improving boat market*

*DEQ announces grants to upgrade diesel equipment – Marine trucks and equipment included*

*Encourage boating groups to apply for Environmental Improvement Grant*

*Marine bankers report lending more readily available in 2011*

*Michigan Clean Marina Program highlighted in National Clean Marina Initiative article*

*Discover Boating's "Welcome to the Water" campaign provides tools to promote boating*

*MBIA members receive nearly \$30,000 in dividend checks*

*Boating featured in AAA Living – Lake Michigan dockside eateries highlighted*

*South Haven and Charlevoix named in top 50 best yachting towns by yachting magazine*

*April showers raise Great Lakes water levels*

*President Obama signs 1099 repeal into law – Eliminates excess small business paperwork*

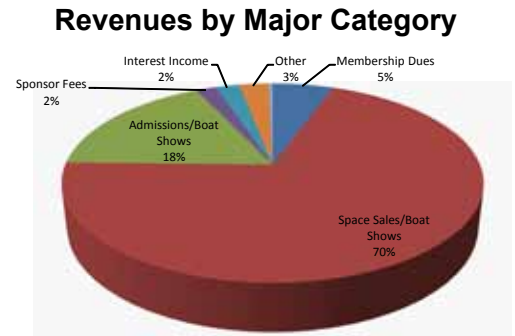
*Governor Snyder Appoints MBIA Past President Van Snider to Michigan Waterways Commission*

*Governor Snyder Repeals Single Business Tax – Provides Relief to Small Businesses*

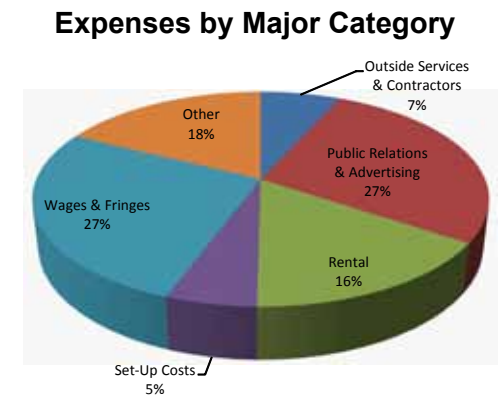
*MBIA Members Featured in FREE Boating Publication – 50,000 distribution*

# Statement of Revenues & Expenses

	<u>4/30/2011</u>	<u>4/30/2010</u>
<b>Revenues:</b>		
Membership Dues	\$83,634	\$85,675
Space Sales/Boat Shows	\$1,050,790	\$782,079
Admissions/Boat Shows	\$264,700	\$186,644
Sponsor Fees	\$27,400	\$7,800
Interest Income	\$32,432	\$48,691
Other	\$40,804	\$12,777
Grow Boating Income	<u>\$5,625</u>	<u>\$3,850</u>
<b>Total Income:</b>	<b>\$1,505,385</b>	<b>\$1,127,516</b>



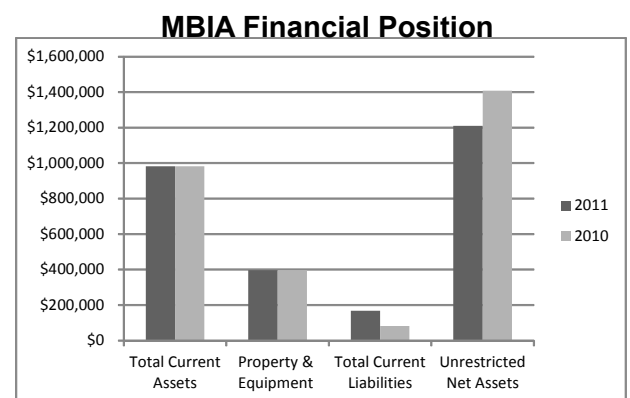
<b>Expenses:</b>		
Outside Services & Contractors	\$115,606	\$135,665
Public Relations & Advertising	\$469,899	\$325,145
Rental	\$269,916	\$243,189
Set-Up Costs	\$92,897	\$90,255
Wages & Fringes	\$455,083	\$490,222
Other	<u>\$300,095</u>	<u>\$272,732</u>
<b>Total Expenses:</b>	<b>\$1,703,496</b>	<b>\$1,557,208</b>



Excess (Deficiency) of Revenues over Expenses	\$(198,111)	\$(429,692)
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# Statement of Financial Position

	<u>4/30/2011</u>	<u>4/30/2010</u>
<b>Current Assets:</b>		
Total Cash & Investments	\$970,418	\$1,052,053
Accounts Receivable/Prepaid Expenses	<u>\$11,297</u>	<u>\$35,904</u>
<b>Total Current Assets</b>	<b>\$981,715</b>	<b>\$1,087,957</b>
Property & Equipment	<u>\$396,470</u>	<u>\$402,444</u>
<b>Total Assets</b>	<b>\$1,378,185</b>	<b>\$1,490,401</b>
<b>Liabilities &amp; Net Assets:</b>		
Total Current Liabilities	\$167,710	\$81,815
Unrestricted Net Assets	<u>\$1,210,475</u>	<u>\$1,408,586</u>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,378,185</b>	<b>\$1,490,401</b>



Note: 2010/2011 review conducted by Maner, Costerian & Ellis, PC, Lansing, MI. Complete financial information is available upon request to all MBIA members at the MBIA office in Livonia during normal operation hours.

# Protecting MBIA & BAM Legislative Efforts and PAC

The Michigan Boating Industries Association and the Boaters' Association of Michigan have established a position as "the voice of recreational boating in Michigan." The MBIA Political Action Committee is a method by which we can make our voice more powerful, and through our united voice and our PAC, your association works to make the leaders of our state and local government more responsive to the recreational boating community. The 2011 legislative agenda was extremely challenging, and we thank all members who participated, whether as PAC contributors or communicators, both are equally important and participation should remain a priority for all MBIA members who wish to protect their future. Thank you 2010 MBIA PAC Contributors and issue communicators.

## Legislative Update from Muchmore Harrington Smalley Associates

The year 2011 in some ways was a historic year. Governor Rick Snyder began his first term as the self professed "Nerd" elected overwhelmingly by Michigan voters.

Not only was his election confirmed by the populace, he was supported by his Republican Party assuming control of both the Senate and House of Representatives. This obviously is a benefit for any Governor to follow his/her course and direction as a leader for the state.

Following his promises during the campaign, he lobbied the Legislators successfully to pursue his plans and present Michigan a balanced budget. Working with the Senate Majority leader, Randy Richardville (R-Monroe) and Speaker of the House Jase Bolger, that was accomplished in record setting time.

Governor Snyder then played out his next hand by urging the 96th Legislature to eliminate the long dreaded Michigan Business Tax. That also took place in a few months of his taking office.

The Michigan Boating Industries Association (MBIA) and its Board of Directors have recognized Governor Snyder's efforts toward making Michigan a very friendly state in which to do business. By doing so, the association has nominated the

Governor to receive its Mayor's Cup. The Cup is awarded annually to an individual or entity which recognizes and promotes the importance of Recreational Boating in Michigan.

In an effort to represent our membership, MBIA, through its Lansing based lobbying firm of Muchmore, Harrington, Smalley and Associates (MHSA), is currently tracking 158 introductions of legislation that could possibly affect some part of our members' businesses. As we know, many of these are general in nature and may not receive further attention, and very few of them will become law.

However MBIA, through MHSA, is also tracking 41 introductions specific to the boating industry. Positions on these bills have been established by our Board of Directors. These introductions would/could have a direct effect on the member's individual business. All of the Legislative Reports generated are just a "click" or two away for your review on the MBIA website at [www.mbia.org](http://www.mbia.org).

For those of you who may not have Internet access, please contact the MBIA for this information: 1-800-932-2628. This report is prepared for the MBIA's Annual Report by Muchmore Harrington Smalley & Associates, MBIA's state legislative lobbying firm.

**5,000 or more  
Legislative bill introductions  
each year!**

A few of the important issues we continue to work for and monitor:

- Sales tax on the difference for boat trade-ins
- Dealer/Manufacturer Agreements
- Alternative fuel sources and their impact on marine engines
- Emissions standards and how they affect tow vehicles
- Water quality in our waterways
- Invasive species which threaten our Great Lakes fisheries
- Diversion of water from the Great Lakes
- Uniformity in States' reporting of boating registration numbers
- Freedom to Fish by monitoring Marine Protected Areas
- Boating access and limiting unnecessary restriction zones



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