

Minutes

North Coast Marine Manufacturing Alliance Meeting

October 9, 2013

1:00 – 3:00 PM

Cruisers Yachts

Type of Meeting:

Steering Committee Meeting

Note Taker:

Ann Franz

Attendees:

Josh Delforge, Joe Draves, Dave Geitner, Grayson Gerndt, Phillip Henslee, Tony Martens, Julie Balzano, Mark Rhoda-Reis and Ann Franz

AGENDA TOPICS:

Member & Subcommittee update

All

Bay Shipbuilding will be hosting a plant tour with students from Plymouth school district in October. The NEW Manufacturing Alliance is paying the bussing cost for the tour. The Supply Chain subcommittee met with recyclers on Oct. 3 regarding a potential group sell of recycle metals.

National Marine Manufacturing Association & WEDC exporting presentations

Julie Balzano, NMMA & Mark Rhoda-Reis, WEDC

Julie began the presentation giving an overview of NMMA. It is the largest trade association in the world. The organization focuses on public policy advocacy and expanding the market for recreational boating. Exporting is a significant opportunity that the NMMA is trying to get its members more engaged in selling abroad. There are several reasons for exporting including:

- Better ability to navigate seasonal and economic downturns
- More competition
- Source of new sales and profits
- Most importantly, American made recreational boats and products are desired worldwide.

The top ten countries that import boats from the U.S. are in order: Canada, Australia, Japan, Spain, Germany, Russia, Brazil, China, Mexico and Netherlands. In 2011, the U.S. exported more than 12.1 billion in recreational boats and engines worldwide. She stressed that exporting is a long term commitment. Companies should focus on being proactive than reactive in their export marketing efforts. NMMA Export Development Program is to support the industry's growing export needs and identify global opportunities. NMMA has the following opportunities:

- Strategic partnership with the USDOC
- USA Pavilions at International Shows
- Webinars, export counseling and training
- Inbound buying delegations to the Miami International Boat Show
- Market research tools

NMMA's 2014 calendar of events that NCMMA members should consider are:

- Feb. 13-14, 2014 – Inbound buying delegation at the Miami Boat Show
- March 22-24, 2014 - Cartagena Boat Show (NMMA pavilion cost is \$2,700 plus travel/food)
- May 22-25, 2014 – Sanctuary Boat Show in Australia
- June 12 -15, 2014 - Korea International Boat Show
- November 17-19, 2014 – Marine Equipment Trade Show

Mark shared that WEDC has several resources available to help marine manufacturers pursue exporting opportunities. These include; market assessments, partner search, business meeting facilitation, and custom projects. There are Export Education grants including the International Market Access grant for up to \$10,000 for companies to attend trade shows. There is a 25% match the company must have for the grant. He also encouraged members to consider the ExpoTech program. After the meeting, Mark shared with Ann that the state is working on a \$50,000 grant opportunity for the Alliance that would fund a pavilion, training (i.e. intercultural training), labor market data, and a mission trip to one or two countries. His suggestion was Australia and Singapore. More details will be available about this grant in November.

Fast Forward grant	All
The state is behind in getting the RFP out for the grant.	
Associate Member Vendor Expo on 11/12/2013	All
All members are encouraged to bring members of their team to the November 12, 2013 Associate Member Expo at NWTC.	
Plan next meeting	All
The next meeting of the North Coast Marine Manufacturing Alliance will be held on December 11 at 1:00 p.m. at NWTC. We will not hold a November meeting, due to the Associate Member Expo on Nov. 12, 2013 at NWTC.	