



FOR IMMEDIATE RELEASE

## **Soundings Trade Only Announces 3Ts Summit: Trade, Tariffs, Taxes – A Free Virtual Event**

June 30, 2025, Chattanooga, TN — The Soundings Trade Only Group is proud to present the **3Ts Summit: Trade – Tariffs – Taxes**, a free virtual event designed to give marine industry professionals timely insights into the evolving global policy landscape. The summit will take place on **Wednesday, July 16, 2025, from 9:00 to 10:30 AM EST**.

The event will open with a high-level presentation from **Malloy McDaniel**, Partner at S-3 Group, who will deliver a strategic update from Washington, D.C., offering a real-time “dashboard” of where things stand on federal tax legislation, trade priorities, and tariff policies. With more than 20 years of experience advising Senate leadership and representing Fortune 500 clients, McDaniel will bring an insider’s view of the intersection between business and government.

Following McDaniel’s remarks, Michele Goldsmith, Vice President and General Manager of the Soundings Trade Only Group, will moderate a panel of industry advocacy leaders offering regional perspectives from across the U.S., Canada, and Europe. Panelists include:

- **Robyn Boerstling**, Senior Vice President of Government Relations, National Marine Manufacturers Association (NMMA)
- **Marie Frances Poirier MacKinnon**, Executive Director, NMMA Canada
- **Philip Easthill**, Secretary-General, European Boating Industry (EBI)
- **John DePersenaire**, Director of Government Affairs & Sustainability, Viking Yacht Company

Together, the panel will explore how current and proposed policies are affecting the marine industry across key geographic regions, what businesses should know now, and how to position

themselves for future success. Topics will include competitiveness, global trade policy shifts, supply chain planning, and how to thrive in a dynamic and unpredictable economic environment.

“We’re involved in this summit because we care deeply about the marine industry and the issues shaping its future,” said John DePersenaire, Director of Government Affairs and Sustainability for Viking Yacht Company. “Trade, tariffs and taxes are affecting all of us — and we believe it’s important to help lead the discussion, share what we’ve learned, and identify real policies that support American manufacturing and long-term competitiveness.

“These three T’s - Trade, tariffs, and taxes - are dominating business leaders’ conversations across industries, and the marine sector is no exception. As the global landscape continues to shift, it’s critical to understand how these changes may impact our industry and where opportunities for growth exist. In times like these, knowledge and perspective are powerful tools. This event is designed to equip marine businesses with the insight they need to take informed action, protect their interests, and plan for growth and success,” said Michele J. Goldsmith, vice president and general manager of the Soundings Trade Only Group.

With gratitude, this event is sponsored by Brunswick Corporation and Viking Yacht Company.

Registration is now open for this free virtual event.

**To register, please click [HERE](#).**

### **The Soundings Trade Only Group**

The Soundings Trade Only Group is the leading marine business-to-business multi-media brand, delivering the latest business intelligence, trend analysis, and market insights, designed to reflect, inform, and inspire the marine industry. With a monthly print publication, and a robust suite of digital platforms including a daily e-newsletter, web and social media sites, and industry events, the Soundings Trade Only Group provides timely, trusted coverage of marine business trends, products, statistics, and strategic developments. The Soundings Trade Only Group is part of Firecrown Media, a global media platform for affluent enthusiasts and includes both consumer and trade marine titles. For more information, about the Soundings Trade Only Group, please visit [www.tradeonlytoday.com](http://www.tradeonlytoday.com), for your free subscription please visit [www.tradeonlytoday.com/subscribe](http://www.tradeonlytoday.com/subscribe).

### **About Firecrown:**

Firecrown isn’t just the leading media platform for affluent enthusiasts; it’s pioneering the fusion of content and commerce. With more than fifty prestigious publications in the marine, aviation, and hobby markets, Firecrown goes beyond traditional media. Its business encompasses e-commerce, finance, and real estate, all tailored to the communities engaged by its media outlets. Serving more than 24 million U.S. households classified as affluent enthusiasts, these consumers have

considerable disposable income and are keen to invest in their passions and adventures. Firecrown is headquartered in Chattanooga, Tennessee.

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