



**MARINE RETAILERS ASSOCIATION OF THE AMERICAS**

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## Prepare for What's Next at MRAA's Dealer Week 2025

July 24, 2025 – MINNEAPOLIS – The Marine Retailers Association of the Americas (MRAA) has announced the theme of its annual Dealer Week Conference and Expo: “Prepare for What’s Next.” The event will take place at the Tampa Convention Center on December 7th – 10th in Tampa, Fla., bringing together the marine industry’s most forward-thinking dealers and solution providers.

Marine retailers today are navigating shifting buyer behaviors, fast-moving technology, and evolving sales models. Dealer Week 2025 is designed to deliver the tools, insights, and strategies dealerships need to adapt, grow, and prepare for the future of marine retail.

“We are at a pivotal time in our industry, with the pace of change in retail — and what it means to be a dealer — accelerating rapidly,” said Mike Davin, VP of Industry Relations at MRAA. “In the past, when we’ve experienced this type of transition, we’ve seen that the best prepared businesses come out stronger, and those that choose not to adapt fall behind. That’s why we’ve built this conference to give dealers the tools they need to stay ahead of the curve.”

As the marine industry’s only event focused exclusively on dealer growth, Dealer Week offers a robust educational experience built around three targeted pathways: Sales & Marketing, Leadership, and Service & Parts. Each session addresses the real-world challenges retailers are facing right now and equips them with practical solutions for long-term success. New for 2025, Dealer Week has also added a pre-conference “Boat Show Boot Camp” that will have dealership teams primed to start the new season on a high note with the skills they need to get results.

“With the ongoing shifts in consumer behavior, market dynamics, and technology, it is critical for the Dealer Week educational line-up to give dealership leaders and their teams the insight, training and tools to prepare for what’s ahead,” says Liz Walz, Vice President of Education. “Those marine professionals who join us in Tampa understand that it’s not enough to react to the conditions they are experiencing today. If their businesses are to thrive in 2026 and beyond, they must start readying their team, their operations, and their go-to-market strategies for a new marine dealer landscape. That’s the focus of our Dealer Week education.”

Today’s boat-buyers expect digital-first experiences, transparent pricing, and brands they can trust. The Sales & Marketing Pathway dives into these demands with sessions like “How to Market and Sell to a Changing Boat Shopper in the AI Era,” “Sell More Boats through a Better CX Online,” and “Reverse Engineer Boat Sales Outcomes in Today’s Market.” Led by thought leaders like Marcus Sheridan and Jeremy Anderson, these classes equip dealers with tools to strengthen lead generation, improve closing rates, and build long-term customer loyalty.

The Service & Parts Pathway tackles operational challenges with sessions like “From Forecast to Flourish: Master Budgeting in Service,” “How Service & Parts Can Keep More Customers Boating,” and the Best Ideas Panel & Roundtable Discussion moderated by Valerie Ziebron. Designed for service and parts professionals, these classes offer tools to improve efficiency, boost profitability, and build long-term customer loyalty.

The Leadership Pathway is tailored for general managers, owners, and team leaders committed to long-term success. Sessions such as “See It, Solve It: Harnessing Ownership and Order to Elevate Your Leadership,” “Get WISER: 33 Practical Ways to Improve Your CX,” and “Rethink Dealership Operations for a Loyalty-Driven Future” offer actionable strategies to strengthen team performance, optimize dealership operations, and drive sustainable growth.

Early bird registration is now open. Secure the best ticket rates and hotel accommodation for your dealership by registering at [DealerWeek.com](http://DealerWeek.com) today.

### **About Dealer Week**

For more than 50 years, the Marine Retailers Association of the Americas has delivered world-class education to marine dealers, retailers, and service operations that power the boating industry. Dealer Week exists to engage, energize, and empower the dealer community. MRAA envisions a brighter future for marine retail, and Dealer Week is a key part of bringing that vision to life. Learn more at [DealerWeek.com](http://DealerWeek.com).

### **About the Marine Retailers Association of the Americas**

The Marine Retailers Association of the Americas believes a thriving marine industry starts with thriving retailers. MRAA works to unite marine retailers, provide them with opportunities for improvement and growth, and represent them with a powerful voice. For more information, visit [MRAA.com](http://MRAA.com) or contact 763-315-8043.