



FOR IMMEDIATE RELEASE

## **Soundings Trade Only and IBEX Announce Speaker Lineup and Sessions for the 2025 Marine Ideas Exchange (MIX) Event**

August 5, 2025 – Chattanooga, TN — The Soundings Trade Only Group, in partnership with the International BoatBuilders' Exhibition & Conference (IBEX), is pleased to unveil the lineup of speakers and session topics for the 2025 **Marine Ideas Exchange (MIX)**, an exclusive live event designed to spark fresh thinking, bold ideas and actionable solutions for the future of the marine industry.

MIX will take place on **Wednesday, October 8, 2025, from 7:30–10:00 AM EST** at the **Tampa Convention Center**, and will feature some of the industry's most influential voices, offering insights on leadership, technology, branding, retail, and organizational culture. The program combines a high-impact keynote, interactive forums, and intentional networking designed to foster collaboration and creativity.

"This is a fast-paced, insight-driven program designed to bring marine leaders together in a way the industry hasn't seen before," said Michele J. Goldsmith, Vice President, and General Manager of the Soundings Trade Only Group. "From the keynote to each breakout forum, the content is curated for substance, inspiration, and impact. With senior executives leading these conversations live at IBEX, we expect a strong turnout and encourage early registration."

"The speaker lineup for MIX is star-studded. It's a phenomenal mix of respected leaders, trailblazing innovators, and rising voices, all sharing real-world experiences and fresh ideas to help our industry grow and adapt. I'm thrilled to see this level of talent and insight brought together for such an energizing and important conversation," said Mary Velline, Show Director of IBEX.

The program format includes a kickoff keynote conversation followed by two rounds of dynamic **35-minute forums** in adjacent theaters.

### **Program Highlights:**

## **Keynote Conversation: Lessons from a CEO – Impactful Leadership**

An in-depth discussion between Bill Yeargin, CEO of Correct Craft, and Gary Reich, Editor-in-Chief of Soundings Trade Only, on what it takes to be a servant leader with vision, resilience, and impact in a rapidly evolving marine industry.

### **Forum Sessions** (Two Rounds)

#### **Round 1 – Choose one of the following two forums to attend.**

**Making Culture the Core of your company and a Force for Good!** This powerful session brings together two visionary CEOs who are redefining what it means to lead with purpose. At the helm of large, global organizations, they've built intentional cultures rooted in inclusion, education, and empowerment, cultures that elevate people, strengthen communities, and create measurable impact well beyond the walls of the company. Through candid conversation, they'll explore how values-based leadership drives high performance, aligns teams with a shared mission, and generates transformational change. Attendees will gain insight into how culture, when fully integrated into business strategy, can become a force for good across industries and around the world.

Speakers:

**Jason Lippert**, CEO, Lippert Components

**Bill Yeargin**, CEO, Correct Craft

**The Next Wave of Technology** This forward-looking session explores the next wave of marine technology—from cutting-edge vessel innovation to advanced manufacturing processes reshaping how products are designed, built, and delivered. Industry leaders will examine the role of AI, automation, data integration, 3D printing, and other emerging technologies that promise to revolutionize performance, production, and customer experience. Attendees will gain insight into how tech is not only accelerating innovation but redefining what's possible across the entire marine value chain.

Panelists:

**Michelle Hildyard**, VP of Operations, Raymarine / Teledyne FLIR

**Jarrold Seymour**, VP & Marine Segment Leader, Garmin

**Zach Hatcheson**, CFO and Incoming CEO, Correct Craft, Watershed

**Moderator: Gary Reich**, Editor in Chief, Soundings Trade Only

#### **Round 2 – Choose one of the following two forums to attend.**

**The Future of Marine Retail** What does the future hold for the retail purchase of boats and marine products? This session explores how evolving technology, shifting consumer expectations, and new sales strategies are redefining the customer journey. From streamlining the path to purchase to anticipating behavioral trends, our panel will examine what's next—and how the industry can adapt to meet it.

Panelists:

**Paulee Day**, COO, Office of the CEO, West Marine

**Eddie Russell**, Managing Partner, Viage Group; Former VP and COO, MarineMax

**Darren Plymale**, COO & CFO, Galati Yachts

**Moderator: Steve Heese**, CEO, Chris-Craft

**What's the Story? Building Brand DNA to Expand Your Customer Base** As marketing and branding rapidly evolve with emerging technologies and platforms, brands are challenged to tell their stories in more compelling, authentic, and strategic ways. This session brings together industry marketing leaders to explore how to build brand identity, connect with new audiences, and expand market reach in a rapidly changing world.

Panelists:

**Amber C. Holm**, SVP & CMO, Winnebago Industries

**Gordon Sprouse**, Director of Marketing, Americas, Raymarine / Teledyne FLIR

**Thomas Bates**, Chief Revenue Officer, Correct Craft

**Moderator: Alisdair Martin**, President, Marine Marketers of America

Between forums, attendees will enjoy two curated networking breaks in the immersive **MIX Sensory Lounge**, a thoughtfully designed space created to encourage meaningful dialogue and creative thinking among industry peers.

The MIX event is a ticketed program offered as part of IBEX registration. To learn more and reserve your seat, please visit [www.ibexshow.com](http://www.ibexshow.com) or click [here](#). Early bird pricing ends September 5<sup>th</sup>, space is limited, Early registration is encouraged.

The 2025 Marine Ideas Exchange is presented with the generous support of our Title Sponsor: Correct Craft, Event Sponsors: Garmin, West Marine, Winnebago Industries, Lippert, Raymarine, and MIX Sensory Lounge Sponsors: Kanberra, and Harman.

## **The International Boat Builders' Exhibition & Conference (IBEX)**

IBEX, The International Boat Builders' Exhibition & Conference is North America's largest technical trade event for marine industry professionals. IBEX is owned and produced by the National Marine Manufacturers Association ([www.nmma.org](http://www.nmma.org)) and the RAI Amsterdam ([www.rai.nl](http://www.rai.nl)), producers of Metstrade. IBEX will take place at the Tampa Convention Center, October 7 – 9, 2025, in Tampa, FL USA.

As an industry trade event for professionals working in the recreational marine industry, IBEX offers its attendees over 700+ exhibits in the exhibit halls, outdoor display space, and on the IBEX Docks. It also offers unparalleled training and education from industry experts and associations. It provides a targeted audience for marine industry OEM and suppliers, aftermarket manufacturers, and service providers. For more information, please visit [www.IBEXshow.com](http://www.IBEXshow.com).

## **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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