

MASSACHUSETTS
MARINE TRADES
ASSOCIATION



CONTACT: Randall Lyons – Randall@boatma.com ~ FOR IMMEDIATE RELEASE - 10/14/25

MASSACHUSETTS MARINE TRADES ASSOCIATION (MMTA) TO HOST
BUSINESS OF BOATING (BOB) CONFERENCE – JANUARY 22, 2026
Lakeview Pavilion – Foxboro, MA

The Massachusetts Marine Trades Association (MMTA) is pleased to announce it will host its annual Business of Boating (BOB) conference on **Thursday, January 22, 2026**, at Lakeview Pavilion, Foxboro, MA. This will be the **20th** year of their educational conference. The BOB conference will occur at the Lakeview Pavilion in Foxboro, MA. The conference will feature a full lineup of educational sessions that include the following topics:

The Future of Marine Retail, Regulatory & Government relations Update, Maximizing Service Department Opportunities, Workforce Leadership Panel highlighting Retention, & Leadership Skills, AI, Employment Law, and more

MMTA will host two networking events on Wednesday, January 21, 2026, the night before the conference, including a dinner event and a social networking event at Splitsville. A hotel block has been reserved at Patriot Place, a short distance from the Conference Center, on January 21st.

For more information on the conference, sponsorship opportunities, or to register, please visit:

[2026 Business of Boating Conference](#)



*Established in 1964, the **Massachusetts Marine Trades Association (MMTA)** is the statewide representative body for approximately 1,000 marine trade businesses in the Commonwealth that employ approximately 20,000 people. The association's mission is to further the interests of the marine trades and the boating public through the promotion of boating, participation in legislation, and professional improvement programs.*

Industry growth through **C**ollaboration, **C**ommunication, & **E**ducation

PO BOX 325 ~ Foxboro, MA 02035 ~ WWW.BOATMA.COM ~ 774-404-8005