



**MARINE RETAILERS ASSOCIATION OF THE AMERICAS**

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## ***Advocacy Session to Address State and Local Wake Regulations***

### **● *Facing the Next Wave: How Dealer Action Protects Access and Your Bottom Line***

MINNEAPOLIS, November 17, 2025 — Recreational boating activities, including wake surfing, face scrutiny across the country, with proposed regulations threatening to restrict access to waterways and limit where and how your customers can enjoy their time on the water. To address this urgent issue, the Water Sports Industry Association (WSIA) and the Marine Retailers Association of the Americas (MRAA) will host a public session, “Facing the Next Wave: How Dealer Action Protects Access and Your Bottom Line,” on Sunday, Dec. 7, 2025 during the opening day of the Dealer Week Conference & Expo at the Tampa Convention Center in Florida.

This advocacy session will highlight:

- *Hot spots for restrictions on boating access*
- *How restrictions can directly impact your business, from boat sales to service revenue*
- *How dealer advocacy it is essential to preserving waterway access and protecting the recreational boating lifestyle*

### ***About the Event***

The WSIA serves as the nation’s leading advocate for the towed water sports industry, developing best practices, maintaining waterway access rights, promoting safety and driving sustainable growth. The Association’s [Wake Responsibly campaign](#) educates boaters across the country on safe, respectful boating practices. MRAA, which believes the strength of the marine industry begins and ends with the success of dealerships, is hosting the session as part of its annual Dealer Week Conference & Expo to highlight its partnership with WSIA on this important issue.

This focused session will not only raise awareness but also equip dealers with tools to defend their business and customers from restrictive policies.

“I am motivated by this new session and partnership with the WSIA as dealer engagement on this issue is crucial to ensuring access for your customers,” said Chad Tokowicz, MRAA Government Relations Manager. “If you sell wake boats, wake surfing is big in your area or you simply want to learn how the MRAA works with the WSIA to protect boating access, I encourage you to come to Dealer Week and attend this important session!”

### ***MRAA Advocacy Efforts***

The MRAA advocacy team is on the front lines of state and local policy discussions and works closely with

WSIA to protect boating rights. Towed water sports have been under greater scrutiny in recent years with the rise in popularity of wake surfing — similar to scrutiny over personal watercraft in the early 2000s.

*“As the industry continues to address threats to boating access around the country, I am thrilled to join WSIA at Dealer Week to inform and educate dealers on what the industry is doing to protect their bottom line and how their involvement is a critical part of those efforts,” said Mike Sayre, MRAA Director of Government Relations. “Whether it is a local association threatening a ban on a single lake or a statewide proposal to drastically restrict wake surfing, we need members to be our grassroots champions.”*

### **WSIA Advocacy Efforts**

*WSIA has been closely monitoring these discussions in states around the nation while advocating on behalf of boat dealers and their customers.*

*“Dealers have a critical role to play in both protecting boating rights and in educating consumers on responsible boating practices,” said Lee Gatts, Vice President of Government Relations for WSIA. “This session will help arm dealers with the tools they need to serve as effective grassroots advocates in their own communities. Our advocacy efforts are most effective when the entire recreational boating community speaks with a unified voice, message and strategy. I’m grateful to MRAA for the invitation to be part of this important discussion.”*

### **Register for Dealer Week**

*Dealer Week, the largest dealer-focused event in North America, delivers education and resources across three key pathways: leadership, sales & marketing and service & parts. The conference draws dealers, manufacturers and industry partners together to prepare for what’s ahead in marine retail. It delivers a perfect platform to unite marine retailers around this issue.*

*Join MRAA and WSIA in this joint marine advocacy session to learn how you can get engaged and how your voice can make a difference. This meeting is open to all dealers who attend Dealer Week 2025. To register you and your team, visit [www.dealerweek.com](http://www.dealerweek.com) to register your and your team and learn more.*

### **About the Water Sports Industry Association**

*The nonprofit Water Sports Industry Association (WSIA) is the leading advocate for the towed water sports industry. WSIA develops best practices, maintains waterway access rights, educates participants, promotes safety, and facilitates sustainable industry growth. For more information, visit <https://wsia.net/> or call 407-835-1363.*

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

*At the Marine Retailers Association of the Americas, we believe that for the marine industry to thrive, the retail organizations that interact with the boaters in their community must thrive. With that in mind, MRAA works to create a strong and healthy boating industry by uniting those retailers, providing them with opportunities for improvement and growth, and representing them with a powerful voice. For more information, visit [MRAA.com](http://MRAA.com) or contact us at 763-315-8043.*