



FOR IMMEDIATE RELEASE

The Soundings Trade Only Group to host a Special Event at the Discover Boating Miami International Boat Show!

January 12, 2026 – The Soundings Trade Only Group is pleased to announce that a special event, **Changing Consumer Behavior and its Impact on the Marine Industry** taking place **Friday, February 13th**, from **8:30 to 10:30 AM**, at the **Miami Beach Convention Center, Room 210**. Doors open at 8:00 AM for attendees with a Miami International Boat Show (DBMIBS) badge or show ticket.

Free to all marine professionals attending or exhibiting at the show and open to all genders, this program is part of the *Women in the Industry* series. The morning will feature a thought-provoking industry panel discussion, complimentary light breakfast, and dedicated time to network and connect with colleagues across the industry. Attendees will walk away with clear, actionable insights into today's evolving consumer and how to translate these behavioral shifts into future business growth.

Featured Panelists:

- **Lauren Beckstedt**, Global Chief Marketing Officer, Brunswick Corporation
- **Natascia Hatch**, Chief Executive Officer, MJM Yachts
- **Abbey Heimensen**, Vice President of Marketing, MarineMax
- **Stephanie Vatalaro**, Founder, Wavemaker Strategies; Vice President, Marine Marketers Association; and former COO, Recreational Boating & Fishing Foundation (RBFF)

The session will be moderated by **Michele Goldsmith**, Vice President & General Manager, Soundings Trade Only Group.

"This dynamic discussion will explore one of the most crucial topics shaping our industry today: **changing consumer behavior**. We will examine how purchasing habits are evolving, how customer mapping and the end-to-end customer journey are being reimagined, and how technology and AI can be leveraged to drive growth and create deeper brand connections through purpose, experiences, and communities," said Michele Goldsmith.

Event Details:

- **Time, Date, Location:** Friday, February 13, 2026, 8:30-10:30am, Miami Beach Convention Center, 2nd Floor, Room 210
- **Who Can Attend?** Open to DBMIBS attendees and exhibitors of all genders.
- **Cost:** Free! (Limited seating; RSVP required)
- **RSVP:** Click here – [RSVP MIBS EVENT](#) - to reserve your spot.

Special Thanks to Our Sponsors: West Marine, Volvo Penta, MarineMax, Sea-Tow, MRAA, and the Discover Boating Miami International Boat Show.

Don't miss this chance to connect, learn, and be inspired by some of the most visionary leaders in the industry.

Click [HERE](#) to register and secure your seat today!

For more information about the Soundings Trade Only Women in the Industry Series, please visit www.tradeonlytoday.com/women-in-the-industry. For questions about this event or the Soundings Trade Only Group, please email michele.goldsmith@firecrown.com.

ABOUT

The Soundings Trade Only Group

The Soundings Trade Only Group is a marine business-to-business information multimedia brand. It includes monthly print publication, digital entities including e-newsletter, web, and social media sites, and hosts a range of in-person and virtual events for the marine industry. *Soundings Trade Only* offers the latest business news, and information about products, trends, statistics, management, and marketing insights, and more to the marine industry. It is owned by Firecrown, the leader in affluent enthusiast media with brands in the marine, aviation, freight, railroad and modeling and space sectors. For more information, please visit www.firecrown.com, www.tradeonlytoday.com. As a marine professional, please visit www.tradeonlytoday.com/subscribe for your free subscription.