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The Massachusetts Marine Trades Association (MMA) Hosts their 20th Annual Business of Boating (BOB) Conference.

On Thursday, January 22nd, the MMA hosted its 20th annual BOB Conference at the Lakeview Pavilion in Foxboro, MA. The conference brought together just under 200 attendees. The professional development conference provided attendees with sessions that included Industry updates, sales and service data to help evolve to a changing consumer, a workforce panel discussion, AI marketing tips and tools, Hanson Milone Safe Boating law updates, employment law, Legislative and Government relations updates, and more.

The conference included two lunchtime presentations, including a special performance by Comedian Kelly MacFarland. Additionally, the MMA was pleased to award State Representative Kathy LaNatra as the 2025 MMA Legislative Official of the Year. MA state legislators in attendance included Boating Caucus Co-Chairs Senator Paul Feeney & Rep Steven Xiarhos

MMA President Marie Hayward said, *“This year’s Business of Boating Conference was outstanding. Thanks to attendees, speakers, and sponsors for their participation and support, which helped make BOB such a success. This annual gathering of the Massachusetts recreational boating community, across all its dimensions, exemplifies MMA’s mission to educate, collaborate, and communicate. We look forward to the 2026 boating season ahead!”*

The BOB conference is planned and organized by a volunteer Conference Committee and MMA Executive Director Randall Lyons. The conference was made possible through the generosity of its sponsors and attendees, including 18 table sponsors and 62 annual sponsors of the Association. With workforce and training remaining a priority within the recreational boating industry, it was great to welcome nearly 25 school administrators, instructors, and students from ten schools, including Bunker Hill CC, Cape Cod CC, Cape Tech, Whittier Tech, Upper Cape Cod Tech, Marblehead HS, New Bedford Tech, Mass Maritime, U Mass Lowell, and NEIT. A continued theme within the recreational boating industry remains that we have the jobs/careers available, we just need the people to fill them.

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Above Image (L to R) – Boating Caucus Co-Chair Rep Steven Xiarhos, MMTA President Marie Hayward, MMTA Board Member Larry Russo Sr., Buchanan & Associates Owner Jamy B. Madeja, Esq., MMTA Board Members Jeffrey Jadul, Jack Betts, & Amanda Holcroft, MMTA Executive Director Randall Lyons, Christopher Jean (Chief of Staff for Rep. LaNatra accepting the award on her behalf), MMTA Board Members Tom Cox, Doug Wielhouwer, Paul Nowak, & Greg Egan



Business of Boating conference image from Lakeview Pavilion in Foxboro, MA

**Please note that one additional press release will be issued regarding the Legislator of the Year award presented at the conference.*

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