

For immediate release



Joan Maxwell Named Marine Resource Conservationist of the Year

The North Carolina Wildlife Federation honors Regulator Marine co-founder and president for her lifelong commitment to marine stewardship

EDENTON, N.C. (MAY 6, 2026) – On Saturday, May 2, the North Carolina Wildlife Federation (NCWF) named **Regulator Marine co-founder and president Joan Maxwell Marine Resource Conservationist of the Year** for her longstanding commitment to sustainable fisheries management, responsible angling, and public access to coastal waters. The annual NCWF awards highlight inspiring wildlife conservation efforts across North Carolina and encourage active participation in protecting the state’s natural resources for future generations.

“Maxwell has shown extraordinary leadership in marine conservation and recreational sportfishing,” said T. Edward Nickens, NCWF Awards Committee Chair. “Over 37 years, she helped build one of the nation’s most respected offshore sportfishing boat manufacturers while maintaining a steadfast commitment to marine stewardship.”

Maxwell and her husband, Owen, founded Regulator Marine in an abandoned grocery store in 1988 with the goal of building a center console boat with an unbeatably smooth and dry ride. Through determination, faith, and the support of a dedicated team, they grew Regulator into a leading manufacturer of offshore center console boats and one of the boating industry’s most respected brands.

A passionate advocate for conservation, Maxwell has consistently supported policies that protect fish populations and preserve coastal resources for future generations. Her contributions have earned national recognition, including induction into the National Marine Manufacturers Association Hall of Fame, while helping strengthen North Carolina’s coastal resources and sporting heritage.

“These are critical days for marine resources in North Carolina, and the issues impacting our saltwater resources and our beloved saltwater pastimes are complicated and increasingly personal,” Nickens said. “North Carolina is fortunate to have such a critical thinker, a concerned advocate, and a proven leader as Joan Maxwell in the arena.”

To view the full list of 2026 NCWF award recipients, visit ncwf.org.

For up-to-the-minute news on Regulator, visit regulatormarine.com and follow @regulatormarine on [Facebook](#) and [Instagram](#).

ABOUT REGULATOR MARINE: Born and built to last in Edenton, North Carolina since 1988, Regulator boats are tested against the challenging conditions of the Outer Banks and delivered to locations throughout the U.S. and abroad. As manufacturers of premiere offshore sportfishing boats ranging from the Regulator 23 to the Regulator 41, as well as the XO Series of hybrid center console boats, Regulator designs and builds boats for the most discriminating anglers in the world with a “no-compromise” philosophy for an unbeatable ride. www.regulatormarine.com

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MEDIA CONTACT: Carrie Waible at carrie@cwandco.com or 646.423.0230

Commented [1]: @carrie@cwandco.com @carriefobrien@gmail.com I added the press release footer and logo at top. I also asked Tim for a photo. Hopefully we get that soon.
Assigned to carriefobrien@gmail.com