

May 2011

In This Issue:

- [Supplier of the Year Final Ballots Due May 23](#)
- [S.T.E.P. Slots are Filling Fast](#)
- [Legislative Attack on Boat Interest Deduction](#)
- [Discover Boating Launches National Campaign](#)
- [Aggressive New Program to Ensure Workers are Paid Fairly](#)
- [Two MHEDA Webinars](#)
- [Customer Stratification: Best Practices for Boosting Profitability](#)

Supplier of the Year - Final Ballots Due May 23, 2011

The Supplier of the Year Luncheon will be held on Wednesday, July 20, 2011. NMDA mailed the final ballot packages to distributor members with the ballots due back by May 23, 2011. If you did not receive your packet, please contact [Kathy](#).

S.T.E.P Slots are Filling Fast

Many meetings have already been arranged for S.T.E.P. A reminder, all schedules must be sent to NMDA by June 22, 2011.

It is up to you to make appointments, NMDA will simply provide the lists of invited vendors and buyers. Meetings, *except for the new mini-meetings*, are a minimum of 40 minutes, but can go longer. The new mini-meetings are designed to help you find new vendors or for those vendors who are new to NMDA. Please consider using them for companies you currently do not do business with.


All registration will be done via fax or email on the NMDA forms. Registration payment is by CHECK only; no credit cards are accepted for registration. If you did not receive your packet, please contact [Kathy](#). If you have questions, please visit the [NMDA website](#) for S.T.E.P. Status Updates listed on the front page of the website.

Legislative Attack on Boat Interest Deduction

The interest deduction for boats as second homes is under fire, and we need to let Members of Congress—particularly House Members—know that this is just plain wrong. On Tuesday, May 3, 2011, three Members of the U.S. House of Representatives introduced H.R. 1702, a bill that would remove the deductibility of interest on boats that are used as second homes.

If this legislation were to pass, sales of boats and boating services would diminish, thousands of American jobs would be placed at risk, and many middle class American families would be forced out of boating and deprived of their summer home on the water. Please use this [sample letter](#) to email your Member of Congress and urge them to oppose H.R. 1702. Please act before it is too late. Go to the [website](#) for more information on how NMMA is reacting to this legislation.

Discover Boating Launches National Marketing Campaign!

 **Discover BOATING** Discover Boating is the industry-wide effort to grow boating, which includes a national marketing campaign.

The theme for this year's campaign is *Welcome to the Water*. The goal of the campaign is: to improve the boating experience; to increase participation in boating; and increase sales of marine products and services. NMDA is a member of the Grow Boating Council. [More information on the program is available here.](#)

Aggressive New Labor Programs to Ensure Workers Paid Fairly

As you are no doubt aware, the Department of Labor's Wage and Hour Division (WHD) has been aggressively promoting new programs which they claim are intended to ensure that workers are being paid the wages to which they are entitled under the Fair Labor Standards Act (FLSA). Among the WHD initiatives are the "Right to Know" and "We Can Help" programs. In keeping with this new, aggressive agenda, the Department of Labor has just announced the release of a new smartphone "Time Sheet App" to enable workers to track their own hours. [For more information.](#)

Last month's poll: Will rising gas prices keep boaters off the water this summer?

40% were unsure

60% said no, people enjoy the boating lifestyle

Does/would your company participate in webinars?

NMDA Members
Click here!
Results in next
newsletter.

VOTE

MHEDA Webinars on June 2 and June 9

June 2 - Benchmarks for a Successful Sales Department

June 9 - Creating a Customer-Focused Organization

[For details and registration information.](#) Be sure to select NMDA to receive your member discount.

BRAND-NEW! Customer Stratification: Best Practices for Boosting Profitability

Best-in-class distributors categorize customers based on various factors, but customer stratification has long been an unexplored area for most distribution companies. Not anymore. At last, that gap is filled by this first-of-its-kind research study, Customer Stratification: Best Practices for Boosting Profitability [Click here](#) to order.

SHARE 