

INDUSTRY BREAKFAST KEYNOTE & AWARDS **2024**

October 1st, 2024

JW Marriott Tampa Water Street | Tampa, FL

IBEX, The International BoatBuilders' Exhibition & Conference is North America's largest technical trade event for marine industry professionals. IBEX is owned and produced by the **National Marine Manufacturers Association** and **RAI Amsterdam**.

2024 INDUSTRY BREAKFAST AGENDA

Doors Open 7:00 AM | Programming 7:30-9:30 AM

Welcome | Anne Dunbar & Mary Velline

Executive Director & Show Director | International BoatBuilders' Exhibition & Conference

State of the Industry | Frank Hugelmeyer

President & CEO | National Marine Manufacturers Association

Keynote | Charlie Cook

Renowned Political Analyst & Founder of the Cook Political Report

NMMA Hall of Fame Award | Inductee Mark Schwabero

Presented by Dr. Thom Dammrich | Co-Founder | Global Marine Business Alliance

NMMA Hall of Fame Award | Inductee Steve Potts

Presented by Dave Wallace | President | Scout Boats

Mel Barr Award | Recipients Jim & Melanie Dehoney

Presented by Mark Goodman | President | National Marine Representatives Association

Innovation Awards | Presented by Ben Stein

Judging Chair | Boating Writers International

Closing Remarks | Mary Velline

Show Director | International BoatBuilders' Exhibition & Conference

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CHARLIE COOK

Renowned Political Analyst & Founder of the Cook Political Report



Keynote Address: 2024 Election Forecasting

Founder of the independent, nonpartisan Cook Political Report, Charlie shares a “lay of the land” for upcoming elections, including what the key dynamics are driving and affecting the Democratic and Republican parties. He focuses on the implications of states’ electoral leanings, what it all means during Presidential contests, what will likely happen in the House and Senate moving forward, and what the results mean for the two parties (and the American people). It’s what audiences need to know to determine the outcome of the next election.

Charlie Cook is widely regarded as one of the nation’s leading authorities on U.S. elections and political trends. He founded the independent, nonpartisan Cook Political Report in 1984, serving as Editor and Publisher for 37 years, stepping down in 2021 and transitioning ownership and management of the venerable newsletter to Amy Walter. Charlie remains with the renamed Cook Political Report with Amy Walter as a contributor.

In addition to lecturing, Charlie continues to write his weekly column for National Journal, while also serving as a political analyst for the publication. He is also a co-author of the 2020 and 2022 editions of The Almanac of American Politics.

Covering and analyzing U.S. elections and domestic political trends, The New York Charlie has appeared on ABC World News Tonight, CBS Evening News, and on ABC’s This Week. Over the years, he has served as an Election Night analyst for CBS and CNN.

MARK SCHWABERO

2024 NMMA Hall of Fame Inductee



Mark D. Schwabero served as Chairman, Chief Executive Officer and Director of Brunswick Corporation from 2016 until his retirement in 2018. Prior to that, he served as Chief Operating Officer of Brunswick from 2014-2016 and as President of Mercury Marine from 2008 to 2014 having joined Mercury in 2004 to lead its outboard business. Schwabero served 12 years on the EMD Board, Executive Committee and NMMA Board; Mark served as Chairman of the Board during the Global Financial Crisis and helped secure NMMA's future financially. He has been a strong leader for sustainability and environmental stewardship and an industry advocate. In retirement Mark has remained committed to the marine industry and mentors men and women globally. Prior to joining Brunswick, Schwabero served as President and CEO of Hendrickson International and rose to leadership roles in his 17 year career with Navistar International.

Today Mr. Schwabero serves as a Director of 1st Source Corporation where he recently completed serving as the Lead Director. In addition, he serves as a Director and Vice Chairman of Methode Electronic. He continues to serve on the Advisory Board for the Center of Automotive Research and various committees in the College of Engineering at The Ohio State University where he received both his Bachelor's and Master's Degree in Engineering.

Mark and his wife, Charlotte live in Naperville, IL. He and Char have been married for 49 years. They both are enjoying their time with their two married daughters and their four grandchildren, all of whom live within 10 minutes of one another.

The National Marine Manufacturers Association Hall of Fame Award recognizes and honors individuals who have made outstanding contributions toward the advancement of the marine industry.

STEVE POTTS

2024 NMMA Hall of Fame Inductee



The passion for boatbuilding has been in Steve Potts' blood his entire life. As a young boy, Potts fastened parts of wood barrels together to make a workable hull. During his high school years, he built a 14' boat called a Scout for a Charleston, SC-based dealer, The Outboard Shop. It sold well and earned a reputation locally for being tough and durable.

In 1971 Steve began work for American Fiberglass. In only four months he became manager of the finishing department, and in 1974 he was promoted to plant manager. In 1980, Potts returned to South Carolina to serve as plant manager for American Sail for nine years. At night, Potts repaired fiberglass bathtubs on residential construction sites in an effort to save money to start his own boat line.

After negotiating the Scout name rights with The Outboard Shop, and with \$50,000 saved up, Potts and his wife Dianne rented a small brick barn in Summerville, SC, where together they began construction on the first of Potts' newly redesigned Scout 14' and 15' in 1989.

Just as he was making headway during his first year, progress was derailed by Hurricane Hugo. It destroyed their building as well as many of the molds and plugs. After the devastation, they salvaged what they could and moved to a nearby aluminum shed to start the rebuilding process.

After using the last of his funds to purchase booth space at the Atlanta Boat Show in 1990, Potts trailered three of his Scout models to have on display. His designs stood out in the crowd and won Scout a list of 31 prospective dealers across the east coast.

As the years rolled on, Potts' and the Scout brand continued to move from a locally known boat model to a respected and sought-after brand around the world. Potts' goal of becoming a debt free company was realized, but it was also tested numerous times over the years. His leadership and foresight never waned. Even during the Great Recession economic downturn in the mid-to-late 2000's, Potts was able to lead Scout through the storm all the while debuting 19 new models over a three year span, continuing their debt-free financial stability.

Over the years, Potts didn't just lead from an office. He continued to be hands-on to the point that you could find him working on the shop floor, heading up the R&D department.

Numerous industry firsts have come from Scout, including multiple fuel-saving hull designs, the reverse shoebox hull-deck design, a patented T-top/glass enclosure, an advanced engine mounting system called the Scout Strata-Mount, a patented articulating rocket launcher, a patented bow camera, a patented aft seat/convertible entertainment station, as well as many others. Through Potts' leadership Scout also became one of the first to utilize carbon epoxy construction in its builds, and for 35 years the company has earned a solid reputation as a leading innovator in the industry.

Potts' has also not only served on numerous marine industry committees and boards, he has also given a substantial back to his community through numerous donations to non-profit organizations. His environmentally-driven mindset has also led to the company's use of low VOC resins during manufacturing as an example.

Steve resides in Daniel Island, SC with his wife, Dianne. They have three adult children - Stevie, Sherrie, and Stephanie - whom each hold vital positions at Scout. Adding to the legacy are seven grandchildren, with the entire family immersed in the boating lifestyle in Charleston.

From a 14' model to now building 25 models ranging from 17' to 67', Potts' Scout brand has become one of the most respected independent marine manufacturers in the industry. From starting in a hurricane ravaged small brick building to a nearly 500,000 sq. ft. headquarters, the story of Steve Potts is one of true American entrepreneurialism, with his passion and dedication still evident today.

JIM & MELANIE DEHONEY

2024 Mel Barr Award Recipients

Mel Barr Award



Jim and Melanie Dehoney are the owners of Cal June, also known as Jim Buoy, a leading manufacturer of life rings, life buoys, and other safety equipment. Jim and Melanie exemplify innovation, dedication, and family values.

Cal June is a family-owned business founded in 1966 by Melanie's father, James H. Robertson. Melanie and her two sisters started working at the company as children. While her sisters have retired, today Melanie leads the company with her husband, Jim Dehoney, who came aboard in 1990.

Under Jim and Melanie's leadership, Cal June has consistently produced high-quality safety equipment, maintaining rigorous standards and ensuring reliability and durability. Their commitment to manufacturing in the USA and their focus on innovation and customer satisfaction have kept Cal June at the industry's forefront.

IBEX INNOVATION AWARDS

The Innovation Awards showcase outstanding marine development to the recreational boating industry and beyond. The program is one of the marine industry's most prestigious honors recognizing manufacturers and suppliers who bring new, innovative products to market. Product entries can be reviewed on the second-floor rotunda along Innovation Way.



Thank you to our 2024 program entrants:

Aqua Air LLC.....	2-444	Navico Group*.....	3-1601,D-22,D-6
Arthur Edison, LLC.....	1-702	OceanLED.....	3-618
AWLGRIP North America*.....	3-923	Osculati Srl.....	3-532
Banshee Marine Audio*.....	3-235	Perko*.....	3-1201
Battle Born Batteries*.....	1-500	PHIBERSystems.....	1-602
BEST MARINE PRODUCTS.....	1-806	Protomet Corporation*.....	3-949,9131
Brownell Boat Stands & Equipment*.....	3-612	Quality Mark, Inc.*.....	3-1020
Chomarat North America.....	3-1334	RE Thomas Marine Hardware.....	1-703
CMP Group Ltd.*.....	3-2000	Revatek.....	1-1119
Commercial Sewing*.....	3-1919	Rockford Fosgate*.....	3-2330
Egis Mobile Electric.....	1-911	ROSWELL MARINE*.....	3-345,9119,9120
Enovation Controls*.....	3-1517	Samson Sports.....	1-1104
Epoch Batteries*.....	1-409	Scandvik*.....	3-620
ePropulsion*.....	1-300	Scanstrut*.....	3-2018
EVO decking.....	2-215	SeaDek*.....	3-1633
Frigibar LLC*.....	2-442	Sea-Dog Line*.....	3-1742
Garmin USA*.....	3-2019	Seaview*.....	2-231
Gemeco Marine Electronics Specialists*.....	3-1935	Shadow-Caster LED Lighting*.....	3-1933
Gemlux*.....	3-1122	Skylon.....	1-707
Haimes Coleman Group*.....	3-615,3-634,3-637	Sleek TEAK Marine*.....	1-210
HARMAN Marine.....	3-2137,D-16	Smart Ass Products.....	R114
HiTide Mfg Group, LLC*.....	3-504	Spradling USA – Marine & RV*.....	3-919
Honda Marine*.....	3-829,D-23,D-24	Springfield*.....	3-1421
Hooker Pumps*.....	3-2218	Spyder Controls. Corp.....	1-1109
Keyston Bros.....	1-809	Sunbrella*.....	3-1904
Kicker Marine Audio*.....	3-932,D-7	Supersede.....	1-315
Lippert*.....	3-703	SurfaceLiner.....	1-1015
Lithionics Battery.....	1-312	Syntec Industries*.....	3-1119
Lithium Pros*.....	3-1932	TALOS.....	3-2008
LocMarine Telematics LLC*.....	3-2136	Teak Isle Mfg.*.....	3-819
Lumitec*.....	3-2223	TEXA USA*.....	3-540
Marine Mooring Inc.....	1-815	Tocar Blue*.....	3-2034,M-05
Medallion Instrumentation Systems*.....	3-1851,D-25a	Veralex*.....	3-1049
Mercury Marine*.....	3-1503,D-9	Volvo Penta*.....	3-700,D-19
Mustang Survival*.....	3-1719	WIF-Pro.....	2-239

* NMMA member

BOATPAC



Congress plays a prominent role in the long-term success and stability of the recreational boating industry. The National Marine Manufacturers Association (NMMA), Marine Retailers Association of the Americas (MRAA), and Association of Marine Industries (AMI) work hand-in-hand to monitor legislation and policy decisions that could impact your company, while building quality relationships with lawmakers and educating policymakers on the importance of the industry.

If you are an NMMA, MRAA or AMI member, visit boatingunited.org/prior-approval-form/ to take the first step in learning about BoatPAC and how you can advocate for your business in Washington, D.C. and promote a pro-boating legislative agenda.

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nmma.org/abc

SAVE THE DATE



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