



**Note from the Chairman**

*Discover Boating Update, November 2013*

The season is winding down but work on 2014 is ramping up. There's a lot going on over the next few months as we prepare for the eighth Discover Boating marketing campaign, which debuts in the spring.

In October, the Grow Boating Board of Directors met and reviewed final plans for the 2014 campaign. There's a saying I've heard time and time again from people who know their way around the internet: "content is king." And, that is the case for Discover Boating in 2014!

Content marketing isn't new, but it is powerful and growing exponentially. From our community we've learned a great deal about how to pique interest in boating. More importantly, we've zeroed in on the questions people have once they start considering boating. To best answer those questions, we'll develop and align content focusing on three key areas: inspirational (illustrating the lifestyle); enabling (addressing barriers to ownership); and, finally, encouragement (to start the shopping process).

Short of being back on TV, we'll be able to leverage this approach for maximum impact with paid, owned and earned coverage. Earlier this month at the [Marine Dealer Conference & Expo \(MDCE\)](#) in Orlando, our president, Carl Blackwell, presented details on the 2014 plan.

Even though our marketing plan for 2014 is strong, we're also working on "plan B" (which is even stronger) and focuses on getting Discover Boating back on TV. Discover Boating on TV will make all our efforts work harder and achieve even greater success. Raising the funds needed is the challenge that we will continue to address over the coming months.

Nothing happens in the marine industry until a boat is sold; when that occurs, all sectors of the industry benefit. Marine lenders see their loan portfolios rise. Insurers write more policies. Service and accessory providers benefit as the pre-owned market makes up 83% of all boats sold. Slip occupancy (as well as high and dry) increases as new boaters seek convenient access to their new found passion.

Discover Boating is greasing the skids to help make all this commerce happen. Yet, our primary funding source (95% of revenue) has been provided by the sale of new boats. As we begin our discussion to increase the campaign's budget, we aim to involve all sectors of the industry. We'll also look at possibility refining the engine horsepower assessment model to garner more support. In short, we'll be looking at any and all ways to raise our investment level to that of the RV industry.

As always, we encourage your involvement. Please feel free to contact any of our staff or myself with your comments, questions or ideas. Thanks for the read and your support of the program.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe T. Lewis".

*Joseph T. Lewis is the President and Owner of Mt. Dora Boating Center in Mt. Dora, Fla. and Chairman of Grow Boating, Inc.*