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## CMMA to become NMMA Canada Frequently Asked Questions

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On October 19, 2007, the CMMA Board unanimously approved a plan to transform the Canadian Marine Manufacturers Association (CMMA) into NMMA Canada subject to approval of the CMMA membership at the Annual General Meeting (AGM) on January 14, 2008 during the Toronto International Boat Show. Below are some details and frequently asked questions about this change to help CMMA members fully understand the change.

The NMMA owns and operates the Toronto International Boat Show through NMMA Canada which based in Bolton, ON. NMMA Canada is part of the NMMA Shows Division and also home for Discover Boating Canada. The CMMA was organized about 15 years ago, also as part of NMMA, but branded as CMMA and is based in Oakville, ON. Over 55% of CMMA's operating budget is a contribution from NMMA.

The long-term vision and goal is to create a single brand and organization for Canadian marine manufacturers to be known as NMMA Canada, which will continue to be part of the NMMA with a focus on the needs of marine manufacturers doing business in Canada. All staff will be consolidated in a single office in Bolton, ON, providing savings in overhead expense and creating a single staff team to more effectively serve the Canadian marine industry. This consolidation will also streamline the ability to more fully utilize all NMMA resources in North America to benefit members doing business in Canada.

**Q: What will happen to current CMMA staff and will the Executive Director be replaced?**

With a growing emphasis on interactions with the Canadian government in Ottawa and the Provinces, CMMA and NMMA Canada have hired a search firm to help us hire a Government Relations Professional to lead our industry representation and advocacy efforts in Canada. We expect to have someone on staff by early February. Genevieve Young of Global Public Affairs in Ottawa will support the new Director of Government relations and provide representation in the interim.

Robyn Connolly will continue to serve in her role managing membership, communications and other programs and Maureen Dewan will continue to provide administrative support to NMMA Canada staff as well as the Canadian Monthly Statistics Programs.

If approved by the CMMA membership at the AGM, by Fall of 2008, NMMA will name someone to assume the role of President of NMMA Canada. All Canadian staff will report to the President of NMMA Canada.

**Q: If I know a good candidate for the new Director of Government Relations, who should they contact?**

Anyone interested in applying to be Director of Government Relations for CMMA/NMMA Canada should contact Melanie Serjak, Principal, Ray and Berndtson, at 613.742.3219 or [melanie.serjak@rayberndtson.ca](mailto:melanie.serjak@rayberndtson.ca).

**Q: What happens to the focus of CMMA if it becomes NMMA Canada?**

CMMA currently focuses its efforts on behalf of the industry in the following areas:

- Government Relations
- Promoting the Boating Lifestyle
- Statistics
- Membership
- Communications
- Delivering Greater Value to the Members and the Industry in Canada

NMMA Canada will continue to focus on these areas and with greater resources and efficiency.

**Q: What happens with the CMMA Board?**

The CMMA Board will become the NMMA Canada Board and continue to provide strategic direction and oversight of programs operated by NMMA Canada to benefit the boating industry in Canada. NMMA Canada will continue to have representation on the NMMA Board of Directors and operate under the same basic guidelines as it currently does and within the bylaws of NMMA.

**Q: What will happen to CMMA's Working Groups?**

CMMA Working Groups will continue to operate as NMMA Canada Working Groups. Those working groups include:

- Government Relations, Chaired by Chris Goulder
- Statistics, Chaired by Rick Layzell
- Engines, Chaired by Bill Collins
- Membership, Chaired Roy Baird
- Financial, Chaired by Chris Goulder
- AGM, Chaired by Bryan Down
- Nominating Committee, Chaired by Scott Winton

During the transition, these working groups will take an active role in providing direction and guidance to staff to keep programs moving forward.

**Q: Why do this now? What are the benefits to CMMA members?**

The CMMA Board has carefully considered this transition and believes it offers significant benefits over the status quo, including:

- The opportunity to have staff whose skills match the strategic direction of CMMA/NMMA Canada
- Lower costs by eliminating redundant office spaces and related overhead
- Additional professional staff resources more available for Canadian members
- Elimination of companies being a member of NMMA, but not CMMA; there would only be one membership
- Expanding support for our industry in Canada by including all marine manufacturers doing business in Canada
- Allowing us to do more and be more effective in Canada with the savings and additional NMMA resources
- Showing clear new direction and a break from the past to external, but related organizations (MTA's, TC, OBS, etc.)

**Q: What needs to be done to wind down CMMA?**

Nothing. CMMA is not a separately incorporated association. It has always been part of the NMMA, as is NMMA Canada, and all required reporting to the Canadian government has been done on a consolidated basis with NMMA Canada and this will continue. This is a consolidation of brands and operations to create greater efficiencies and better serve the industry in Canada.

**Q: I recently received a dues invoice for CMMA. Should I pay this?**

Yes. The changes described herein will not become effective until approved by the AGM in January. For 2008, dues have been billed and should be paid to fund CMMA operations during the current fiscal year. If this consolidation is approved at the AGM, the CMMA Board and membership working group will work with NMMA staff to develop a proposal for a unified dues schedule for NMMA membership that will include membership in NMMA and NMMA Canada for one dues payment. It is hoped that this can be achieved for 2009 membership year.

**Q: When and where are the CMMA AGM meeting where I will have an opportunity to get my questions answered and the members will be asked to vote to approve?**

The CMMA AGM will be held on Monday, January 14, 2008 at 10:00 am in the Presentation Theatre, next to the Hall B entrance in the Galleria Lobby of the Direct Energy Centre during the Toronto International Boat Show.

**Q: What if I have a question that can't wait until January?**

If you have any other questions, please feel free to email them to Robyn Connolly at CMMA, [rconnolly@cmma.ca](mailto:rconnolly@cmma.ca), and she will direct them to the person best able to answer your question.