

# Northwest Marine Trade Association - Election 2007

## Seven candidates running for three open positions on NMTA's Board of Trustees



**Ballots will be mailed May 10 and are due in the NMTA office by June 1.**



I am the Pacific Northwest representative of BoatU.S., the Boat Owners Association of The United States. From my office in Port Orchard, Washington, I coordinate BoatU.S. initiatives throughout the Northwest, coordinate with NMTA and other boating organizations, and communicate between BoatU.S. headquarters in Washington, DC and boaters and boating organizations across the Northwest. Currently, I serve on NMTA's Government Affairs and Marina Committees, and I am an avid boater with a 30' Tollycraft.

My interest in being a member of



**Michael Bainbridge**

the NMTA Board is to create closer ties between NMTA, its members, and BoatU.S. Strengthening those ties will: 1) promote boating; 2) provide a bridge for working jointly on issues and projects; 3) provide for an efficient and quick flow of information of importance between the members and staffs of both organizations. I have a great deal of experience in working on and with Boards, and support NMTA's continuing success. I have spent 32 years in positions of advocacy, and advocating in the boating community is important for the growth of the marine industry.

I have extensive experience as a trade association executive and Board member. I served as the Executive Director of a trade association in California, and prior to that for nine years I was the Assistant Executive Director of a trade association in Washington, DC. While in Washington, I served as Hill staff, lobbying Congress and the Administrations on behalf of our national base of trade association members. I have served on the Board of Directors of two trade associations as President and as Chair of the Government Affairs Committees. I have lobbied on behalf of trade association members in three states and before the U.S. House of Representatives, the U.S. Senate, and in the White House.

First I must say that I truly look forward to the opportunity of working for all of the NMTA membership and assure you that I will do my utmost to help advance and promote our great industry.

We all find ourselves in the midst of a unique time for the Marine Industry. Our customer base is continually being eroded by competing activities and industries and our collective efforts must be focused on retaining our current customers while doing everything possible to attract new individuals to the boating lifestyle. Time and Money are of such a finite



**Mark Baseler**

nature for most that it is imperative we attract new customers and keep them coming back.

We need to continue to "Sell the Sizzle" – But do more to "Deliver the Steak". My years in working directly with customers with problems emphasized how important it is to provide our customer with a worry free and rewarding marine activity. Always striving to go above and beyond customer expectations to assure a captive audience.

Presently I am Vice President of Production Engineering and Materials Management for Glacier Bay Cata-

marans in Monroe Washington. My past experience covers 37 years of Pacific Northwest Marine Industry activities of – retail and wholesale sales, manufacturing, engineering, design and customer service. President of Beachcraft - Reinell Marine – VP and Owner – Operator of Mirage Boats and Director of Customer Services for Olympic Boat Center.

I feel this past experience and my solid progressively responsible management style will be a true asset to all the members of NMTA. I am eager to help the NMTA take on the challenges that face our industry and continually work to grow all of our opportunities.

Thank you, for your vote of confidence and I look forward to working with you.

I am very pleased to have played an active role in the NMTA over the last four years through my contributions on the Grow Boating and Boat Show Committees. This has given me a strong understanding of how the NMTA and the Seattle Boat Show works and the tremendous benefits our association offers our businesses in the region. My background as the Publisher of cruising guides and maps for Fine Edge Nautical and Recreational Publishing has allowed me to understand the needs of the marine industry in this region and meet many of you first hand. Some of you may also know me from the



**Mark Bunzel**

presentations I give and the articles I write promoting boating in this area for *Power Cruising*, *Northwest Yachting Magazine*, *Soundings*, *Dockside* and *Pacific Yachting*. We live and work in one of the best boating areas of the world and it is a great opportunity to encourage others to spend more time on their boats in the Pacific Northwest.

Prior to joining the marine industry in the Pacific Northwest, I worked in marketing and strategy consulting in the high tech and entertainment fields as a Managing Director for PricewaterhouseCoopers and as an executive for Intel Corporation. I

have previously been the elected chairman of a Washington, DC based industry trade association and have served on several industry, community and foundation boards of directors. I have owned and managed several businesses and my boating career started as a 16 year old working in a boat yard and marina in Ocean City, NJ.

We have tremendous opportunity in the Pacific Northwest to further build the boating industry. I look forward to continuing to be an active part of this growth with your support for me as an elected member of the NMTA Board of Trustees.

I am honored to be considered for a position on the Board of Trustees of the NMTA.

As a native of Seattle, I have long enjoyed boating in this area's many rivers and lakes, and across the Puget Sound. I feel privileged to have enjoyed all aspects of this vibrant marine community, and believe strongly in its continued promise, which is the legacy that my wife and I strive to instill upon our three children whenever we go boating. I have been involved in Sales and Marketing to the marine community since 1988. My professional experience covers the gamut; representing big area boat



**Dale Engebretson**

dealers such as Olympic Boat Centers, to specialty boat and service providers such as Cap Sante Marine in Anacortes.

I take personal pride and interest in all of my customers and clients whether they are a first time boat buyer or a major client such as Princess Cruise Lines. I currently serve as Chairman of the Marine Technicians Committee of NMTA, and am a technical advisor to the Center of Marine Excellence, Lake Washington Technical College and Skagit Valley College, which trains and supports our future NMTA membership in the years to come. I believe my professional experience

offers NMTA a "local-to-global" perspective on the issues affecting our business community.

Based upon my experience, I see my involvement on the Board of Trustees to be one of unifying all interested partners in the Northwest Marine Trade Association, and perhaps redefine solutions, which are common to each of us as marine professionals. These issues include, legislative issues which impact our business opportunities, addressing community awareness to increase access to boating for people of all economic levels, and to provide sales and management mentorship programs to improve the quality of the customer sales experience. I ask for your vote of support; together we can make the difference. Thank you.

I am excited and appreciative for the opportunity to introduce myself and be considered for a position on the NMTA Board. I was born and raised in Bellingham and, with the exception of a 3 year tour in the Navy, have lived in the Northwest all my life. I began my career in the marine industry at SeaSport Boats and spent 9 1/2 years working and supervising in production side of that business. In October of 1998, I began working for Anacortes Yacht Charters (AYC) and spent the first 6 years of my charter career managing the Service and Operations divisions. In January of 2005, my wife (Kristin) and I purchased AYC from Kristin's parents after a successful family business transition.



**Mike Lovell**

Kristin and I have 2 sons who are 8 and 5 years old, to which we devote most of our free time. Some of my hobbies include boating, golfing, mountain biking, and getting out in the morning to walk with my golden retriever, aptly named "Captain Jack".

Anacortes Yacht Charters has grown to be the largest charter company in the continental United States with a fleet of charter yachts that typically range between 80 and 100 boats. AYC also has a large yachting and ASA certified sailing school and a successful brokerage. Recently, we were selected as the first Moorings Preferred Partner and now along with other benefits, enjoy the opportunity

to place new Moorings model yachts into our charter fleet. With the charter management, schools, and new and used brokerage divisions, we interact with a wide variety of marine businesses which does not limit my focus to singular boating issues. I believe that diverse perspective would make me a good candidate for the NMTA Board and help to represent the wide range of concerns facing NMTA members.

I was born and raised in the Seattle area and have been a longtime boater. Although my parents were not boaters, I built my first boat when I was 16 years old and have been an avid boater ever since. My wife Adrienne and I cruise our 34 ft power boat to northwest destinations near and far. We have been married 36 years and have two children, Ryan and Sarah.



**Bob Walker**

and trailer manufactures, marine wholesalers, marinas, boat yards, and marine service vendors. This experience will help me relate to the wide variety of member businesses that make up the NMTA.

I have had the opportunity to work closely with the NMTA staff and many volunteer NMTA members and trustees while working on various committees.

These are some of the issues I feel are important to the Northwest Marine Trade Association:

1. We must maintain NMTA's

financial viability by producing boat shows that are profitable to all 900 NMTA members as well as the Association itself.

2. We need to promote and sustain sport fishing in the Northwest.
3. We must continue to promote "Grow Boating" in the northwest as well as nationally to bring new people into recreational boating.
4. We need to work closely with government agencies in areas affecting boat yards and marinas, public access to waterways, boating safety and recreational fishing.

I would bring experience, dedication, diversity to an already strong Board of Trustees. I would appreciate your vote. Thank you for your consideration.

My name is Bill Youngsman, owner of Twin Bridges Marina, and I am running for re-election to the NMTA Board of Trustees. It has been an honor to serve on this Board and to work with other Board members, NMTA staff and membership to positively affect our industry. I am currently the Chairman of the Government Affairs Committee and previously chaired the Bylaw Review Committee. If re-elected by the membership, I look forward to serving as Treasurer in the next term



**Bill Youngsman**

a strong voice and positive public image in order to enhance and preserve access to the water for our boaters. Boating is a luxury and as such competes with other industries for the same dollars. Therefore, promotion of our industry must be top priority in order to continue growing the public demand for boating. The NMTA plays a large role in this and we must continue to expand and enhance our boat shows, promote national and local advertising for boating, encourage dealer certification to enhance the boat buying and servicing experience for our customers, promote programs to train and employ the next generation of service

providers and participate fully in government lobbying to protect and enhance our industry.

My hobbies and activities include tennis, skiing, woodworking and boating (of course). I have served on a number of other boards in the past and currently am a board member of the Association of Washington Business. Best of all, my wife Michelle and I are expecting our first child this June (a girl, we are told). I look forward to continuing to serve our membership and appreciate your support.

Our industry faces many challenges in the future and we need to maintain