



For Immediate Release

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New exhibit to showcase MI marine industry strides in sustainability

Commerce Twp., Mich., December 20, 2022 – The Michigan Boating Industries Association, with partners around the state and country, has made strides in the past year to establish and maintain programs that help sustain the industry, environment, and our greatest resource - fresh water. A new exhibit at the Progressive Detroit Boat Show this January at Huntington Place in Detroit (Cobo) will educate attendees about these important initiatives.

MBIA's Clean Marina Program has been operating since 2005 as a non-regulatory program to increase awareness of environmental stewardship with Michigan marinas. To-date, nearly 100 marinas are certified and follow best practices outlined by the program to keep our waters clean for generations to come. The benefits of being a clean marina include insurance discounts, publicity on websites and news releases, and goodwill with boaters who are seeking this certification as their preferred marina.

Additionally, this past year MBIA partnered with the Michigan Recycling Coalition to increase participation in a state-wide **shrink wrap recycling program**. 2022 was the most successful year to-date, with 51 drop off locations participating and 82,000 pounds of shrink wrap recycled, up 30% from the year prior.

The MBIA is in the first of a three-year grant from EGLE to implement an innovative statewide initiative “**Boaters Prevent AIS**”. MBIA is spreading the news of #CleanDrainDry with a paid advertising campaign, literature, and hang tags for boats and free t-shirts educating consumers about common invasive species, and how simple actions can help prevent the spread. An AIS presence will be at the Sustainability Exhibit at the show, along with an interactive kids' activity stamping t-shirts – free while supplies last!

The MBIA joined with partners from the DNR, Rhode Island Marine Trades Association, and many other partners from around the state to find a solution for **recycling fiberglass boats** as a growing number of boats begin to stack up on public lands, in marinas, and at member locations. Fiberglass does not decompose and with more fiberglass boats approaching their end of life, a solution to keep them out of landfills is needed. Working off the pilot project tested by Rhode Island Marine Trades Association, the coalition has partnered with recycling center Padnos for dismantling and shredding, and St. Marys Cement in

Charlevoix to burn the remnants in their kiln. In order to impellent the process, the Coalition, with MBIA, has partnered with Rhode Island Marine Trades to apply for a national grant for \$10.3 million titled the National Large Marine Debris Removal, Education and Prevention Program, where a portion of these funds would be allocated to the Great Lakes for the Michigan project. The coalition will find out early next year if the grant is awarded to move this project forward.

As labor shortages continue to plague the boating industry, **Workforce Development** remains a high priority for the industry. Michigan is proud to be home to two great marine tech programs that continue to evolve and produce quality tech candidates for our industry.

1. Great Lakes Boat Building School - a year-long comprehensive program that is working to expand capacity and certifications available upon graduation.
2. Macomb Community College - fast-track introductory program expanding through a partnership with community colleges around the state to bring awareness to the industry and train entry-level techs for immediate hire at marine businesses.

Learn more about the abundance of year-round careers available in the industry that provide competitive wages at this exhibit. The Show will also host Career Days during the weekdays that will provide “stops” around the show from a variety of exhibitors that will give participants a diverse outlook on the opportunities available and learn more about boats and boating. Students and their families are invited to attend the show for free with a student ID. Visit detroitboatshow.net for more details.

Along with hundreds boats to see, board, and purchase - many features and promotions make the Progressive Detroit Boat Show a great event that will entertain the whole family. Lively Tiki Bars, radio street teams with games and prizes, Kids Zone with a take-home boat craft, Paint a Paddle Nautical Décor, and more promotions give attendees a glimpse of summer fun in the midst of January in Michigan.

For more information visit www.detroitboatshow.net. HOURS: Saturdays: 11 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; Thursday and Friday: 3 p.m. – 9 p.m. **The show will be closed on Tuesday and Wednesday mid-week.** Parking is available at Huntington Place (Cobo) and surrounding lots. The Progressive Detroit Boat Show is owned and produced by the Michigan Boating Industries Association (MBIA), the voice of boating in Michigan. Revenue generated from this event is returned to fund boater’s interests via MBIA’s programs and services.

The Progressive Detroit Boat Show is sponsored by Progressive Insurance and Great Lakes Scuttlebutt, the official publication of the MBIA Boat Shows.

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The Voice of Boating in Michigan

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