

# MRAA DEALER AMBASSADOR PROGRAM

Many boat dealers struggle with the complexity and uncertainty of running their business when times are good. When complex and challenging regulatory framework pop up, it makes it even more challenging to operate. The Marine Retailers Association of the Americas provides you with an ally, who advocates for policies that will help preserve a strong selling environment and fight policies that would complicate or restrict dealership operations.

The MRAA Dealer Ambassador Program was created to unite and utilize a strength-in-numbers approach to amplifying the dealer voice. Through a collaborative effort, the MRAA Dealer Ambassador Program engages constituents on state and local issues that threaten the business of recreational boating. MRAA Dealer Ambassadors serve as a grass-roots, frontline team of representatives who will provide immediate, direct comment and action to help MRAA influence advocacy priorities.

In partnership with the MRAA Advocacy Team and Staff support, Dealer Ambassadors embrace the following commitments:

## MRAA DEALER AMBASSADOR COMMITMENTS:

- 1. Responsiveness:** Provide timely feedback to MRAA Advocacy Team requests and advocacy matters.
- 2. Communications:** Communicate consistently with the MRAA Advocacy Team and as needed with decision makers at the federal, state and local levels.
- 3. Representation:** Represent the MRAA and recreational boating industry's legislative priorities to elected officials, regulatory officials, and MRAA membership at events.
- 4. Confidentiality:** Maintain confidentiality on all MRAA Advocacy Team and Dealer Ambassador communications, as applicable.
- 5. BoatPAC:** Remain involved in promoting and attending BoatPAC initiatives and events in your region.
- 6. Membership:** Maintain your MRAA membership through your Ambassadorship. Consider stepping up your involvement and support to MRAA's Diamond Ambassador Membership. (see opposite page)

All MRAA members are invited to participate in the Dealer Ambassador Program, which has been designed to help MRAA ensure that dealer voices are present in all conversations about boating at the local and state level. As MRAA engages in legislative or regulatory issues across North America, MRAA's advocacy team reaches out to and empowers Dealer Ambassadors to engage with decisionmakers and represent the marine dealer voice. Get engaged and sign up as a Dealer Ambassador today. If you are already a Dealer Ambassador, we encourage you to step up to MRAA's Diamond Ambassador Membership to take your volunteer efforts to the highest level by financially supporting MRAA's advocacy efforts. Learn more on the opposite side of this document and contact Chad Tokowicz for more information: [Chad@MRAA.com](mailto:Chad@MRAA.com) or 763-333-2416.