



Responsibilities & Expectations of an MRAA Board Member

MRAA Board Members serve as front-line champions of boat retailers and the recreational boating industry they serve. You are the leaders our industry relies on to represent the boating industry and the boat dealership profession, and you are the leaders that your dealer association, the Marine Retailers Association of the Americas, has selected to direct and oversee the operations and financial health of the organization.

The mission of the MRAA — to help marine dealers find growth and greater success in the ever-changing and demanding recreational marine market place — should be your guiding light for directing the affairs of the association, and the MRAA bylaws should serve as the framework by which you ensure accountability. As a non-profit trade association, the MRAA relies on its board members to engage and help direct the strategies and objectives of the association. In order for the MRAA staff to successfully deliver resources, tools and educational programs and in order to advocate for the needs of our industry, the organization requires an active Board of Directors to ensure the challenges facing marine retailers are being addressed in a meaningful way.

Your fellow board members, as well as the staff of the MRAA, expect that you will abide by the values of the MRAA, outlined here:

- **AUTHENTICITY** – Industry service offered with genuine care, respect and integrity.
- **LEADERSHIP** – Serve and represent the dealer community, actively contributing to marine retail and marine industry improvement and growth.
- **ACCOUNTABILITY** – A vibrant and healthy organization with a strong foundation that supports the stellar execution of its mission now and into the foreseeable future.
- **DRIVE** – The continuous improvement of MRAA’s service to its team, its members and the industry.

To fulfill this mission and to live by these values as an MRAA Board Member means you will oftentimes be required to separate yourself from your own business and its preferences and make decisions based on the greater good of the industry. For example, while an MRAA product or service may not be meaningful or helpful to your specific business, we should make decisions based on the needs of the industry at large.

Eligibility:

In order to serve as a board member of the Marine Retailers Association of the Americas, the following criteria must be met:

- Must be a current member of MRAA and been an active member for a minimum of 2 years;
- At least 50 percent of your business must be from retail operations;
- Must be a principal or member of the senior management team at the retail operation.

MRAA Board Member Responsibilities & Expectations:

1. Passion and Effort

As a Board Member of the Marine Retailers Association of the Americas, you have been elected by the MRAA membership or hand-selected by the Chairman of the Board, and you have volunteered to represent boat retailers across North America in the business of selling and servicing boats and motors. Your MRAA staff and fellow board members expect you to bring a certain level of passion and effort to this exclusive, important role, giving of yourself, your insights, your business and your resources to help further the profession of being a boat dealer. There is no effective way nor desire on the part of the MRAA to regulate this, but your bringing this passion and effort is by far the most important attribute of any individual volunteering to participate in the critical work of the MRAA. We ask that you bring the highest levels of passion and effort to this role and contribute to the greatest extent possible to making MRAA, its members and the entire marine industry a success.

2. Membership.

MRAA Board Members are required to maintain their MRAA membership throughout their board term. If for some reason, membership is not renewed upon proper notice of expiration, this would constitute removal from the board.

3. Attendance.

MRAA Board Member attendance and participation at board meetings — both at in-person and virtual meetings — is the expectation.

- a. Upon first missed meeting, board members will receive a call or note from the Chair.
- b. Upon second-consecutive missed meeting, board members receive a formal warning.
- c. The third-consecutive missed meeting, constitutes removal from the board, per the policy outlined in the MRAA Bylaws.
- d. Missing three out of four consecutive meetings, constitutes removal from the board.

4. Confidentiality.

All board matters are to be kept confidential in nature, unless members are otherwise instructed to discuss specific issues with non-board members.

5. Preparation.

It is expected that MRAA Board Members will arrive prepared for all meetings and will be prepared for thoughtful, high-level, strategic participation and conversation.

6. Participation.

It is the expectation that MRAA Board Members will attend and participate in MRAA's Annual Conference. This is our industry's premier dealer event. It's where the leaders gather to build the future of the industry. MRAA Board Members should be there and should be active participants in the dialog.

7. Whistleblower, Conflict of Interest and Anti-Trust Policies.

All MRAA Board Members must agree to the MRAA Whistleblower, Conflict of Interest and Anti-Trust Policies.

