

July 16, 2010

Dear

As a New Jersey marine business, it is important for you to be aware of all that is happening in your industry. As you may know, the Marine Trades Association of New Jersey is a non-profit trade organization working to promote and protect the recreational boating industry in New Jersey. We work very hard to assist our marine businesses, protect them from any legislation or proposals that would negatively affect their businesses and our industry and do everything in our power to promote and grow boating in New Jersey. We are very proud of what has been accomplished over the last few years and feel it is important to let you know all that we have done on behalf of the marine businesses in our state. Please take a moment to read the enclosed list of recent accomplishments and successes.

We know that these are still challenging times for everyone and the future is uncertain. However, one thing that we are certain of is our commitment to our members and the boating industry. Regardless of what comes our way, we will continue to support you, fight for you and provide you with the tools and resources you need to prosper and succeed.

This past year forced a radical change in how many businesses operate and manage their resources. Like many organizations, we drastically cut back on our spending and shifted our focus on saving money and finding new ways to help our member businesses not only survive these times but prosper through them. One of those efforts was the creation of a new local boat sales event, the Jersey Shore Boat Sale & Expo. The event, which is now being held in the Spring and Fall, was organized by MTA/NJ dealers to offer a low cost, one stop opportunity to sell boats and move product during these challenging times while offering consumers an affordable and accessible venue.

As a non-profit trade association, dues revenue is the primary source of funding that supports everything that the Association does. A strong unified voice, member discounts, educational programs, networking events, important emails, alerts, industry news, regulatory and legislative assistance, and more are all part of the benefits you receive as a member of the MTA/NJ. If you would like more information on the benefits of membership, please visit our website at [mtanj.org](http://mtanj.org).

In closing, we hope you will consider rejoining the MTA/NJ. All you need to do is complete the enclosed membership application. Please note that if you join before July 30<sup>th</sup>, as part of your membership, your business will be listed in the 2011 Boater's Directory that is distributed all year long to thousands of boaters. The MTA/NJ's goals are your goals. We want you to prosper and succeed and we will continue to work hard everyday for you and your business. Thank you for time and I look forward to hearing from you.

Sincerely,



Melissa Danko  
Executive Director

