



## Tidings Newsletter Fall 2021

### Member News & Notes

#### Arthur Libby celebrates 30 years @ Atlantic Marketing



Arthur Libby of Atlantic Marketing at a show in 1996.

NMRA member rep group Atlantic Marketing Company is celebrating owner Arthur Libby's 30th year with the company.

Libby first joined Atlantic Marketing in 1992 after leaving Fawcett Boat Supplies, where he worked as a sales representative to the local Annapolis dealers. Starting out as a rep with Atlantic, he eventually worked his way up to become owner of the company.

## SGL Sales & Marketing Adds 2 To Sales Team

SGL Sales and Marketing has expanded its sales team with two additional members, Mike Cafarella and Nick Shelley.

Mike Cafarella attended Brevard College in North Carolina, joined the Coast Guard in 2001 and retired as a Chief in the United States Coast Guard after 20 years of service. He will be working alongside veteran SGL rep Mike Caudle in the Gulf States.

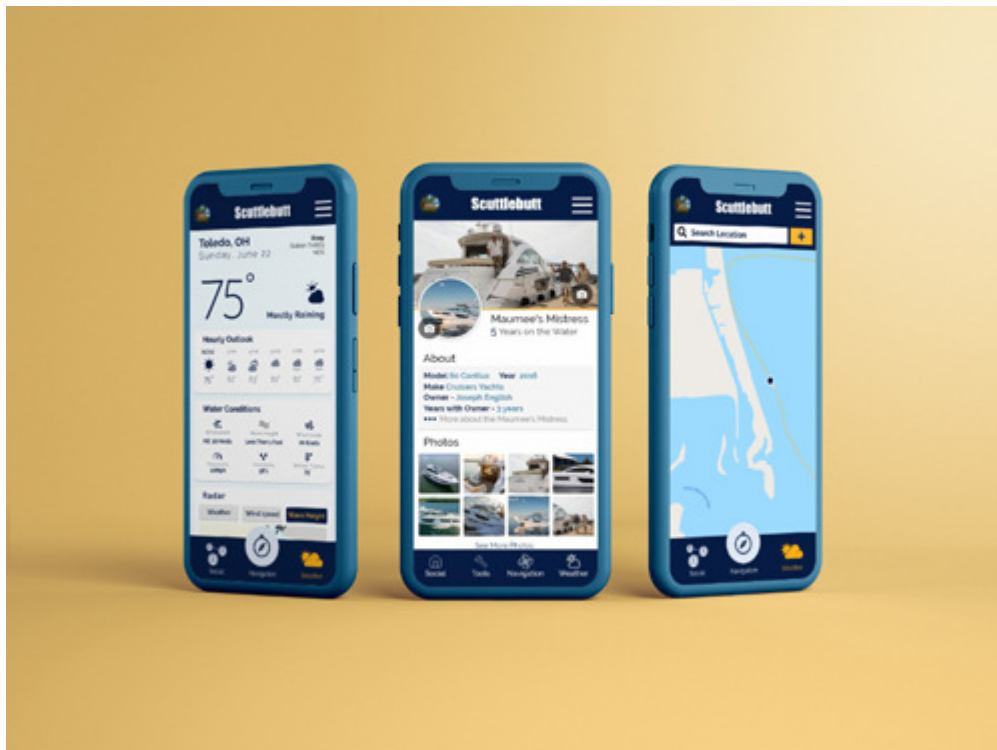
Nick Shelley received his bachelor's degree from Troy University in 2018. For SGL, he'll make dealer calls and manage accounts in Georgia, North Florida and Alabama.

## West Coast Sales To Rep SEAVIEW

SEAVIEW has appointed NMRA member rep group West Coast Sales to represent their products in the Western U.S. and Canada.

SEAVIEW is a global leader in marine electronic mounting solutions as well as cable seal products. The company offers hundreds of installation options for optimal positioning of radars, satellite, GPS, VHF, cameras, searchlights, and navigation lights.

## Kyle Media Launches Free Social Media Platform For Boaters



NMRA Affiliate Member Kyle Media has launched Scuttlebutt®, the first free social media platform designed specifically for the boating community.

Scuttlebutt® puts all the information a boater needs in the palm of their hands, eliminating the need for multiple, independent and redundant mobile tools, while incorporating the sharing capabilities of other popular social media platforms.

The easy to install and use app allows boaters to find new friends and connect with other, likeminded fishing, power and sail boaters. The intuitive interface allows users to share boating adventures, stories, pictures and videos, as well as comment on others in their feed. The app also has a map function, with wind and precipitation overlays and can tap into live weather buoy information including wave heights, wind gusts, humidity and water temperature.

### **New Polyform US Pink Fenders Support Breast Cancer Research**



NMRA Affiliate Member Polyform US will be bringing more awareness and funds to the fight against breast cancer this year with by expanding the offering of pink fenders with all sizes in the Polyform G-Series and HTM-Series lines. 5% of all the sales of these products will be donated to Susan G. Komen®.

The introduction of this campaign last year was a partnership between Polyform and Land 'N' Sea. "Our organization wanted to support Polyform US in the fight against breast cancer. The product and cause were very well received by the sales team and dealers. Land 'N' Sea is looking forward to expanding the program with additional products and support this coming year," according to Ken Ferleger, Vice President, National Sales for Land 'N' Sea.

## Legend Brands launches New Cleaning & Protective Products



NMRA Affiliate Member Legend Brands has launched the Un-Duz-It™ line of professional quality marine cleaning, restoring and protecting products.

The 10-product line includes a growth remover, protectant, aluminum cleaner & restorer, boat/RV wash, non-skid deck cleaner and streak removers.