



2021 Mel Barr & Old Pro Awards Nominees

MEL BARR AWARD

Rick Butler, Premier Products, LTD.

Rick has been in the marine industry for many years and has always been a strong proponent of reps. His easy going style and honesty have contributed to his long successful career in the industry.

Tom Case, Polyform US

After 30 years as the sales manager for Polyform US, Tom Case has decided to retire. These past few months are just a blip on the radar of the events that affected the marine industry and witnessed and weathered. Companies have been bought and sold, the people leading many manufacturing groups have changed, and some distributors have merged into giants - all during the time Tom quietly led the sales efforts of Polyform US.

Tom got to know Polyform first as a customer and in 1990 decided to join them. Under his watch, Polyform grew to become the leading supplier of buoys and fenders across the globe.

Tom's methodical approach to sales always puts his team and the customer first. As a result, customers- as well as competitors-respect him. His leadership and calming demeanor will be missed by many in the industry.

Lowell Driver, owner of Marine Industries

Lowell and Marine Industries developed the stainless steel rub rail insert that has been a mainstay in the marine industry for more than 50 years. He was also instrumental in developing the prebent rub rail with rub rail insert for the difficult bends on transom areas. This type of stainless insert is now used in close to 100% off all boats manufactured today.

Chuck MacKarvich, Tie Down Engineering

Chuck started Tie Down Engineering in the early 1970s. In 2000, Tie Down supplied most of the USA with their boat anchors. He developed the Hooker anchor and then purchased the Danforth anchor company, which he owns today. Chuck was very involved in developing running gear for boat trailers, which Tie Down was a market leader for many years until Dexter bought the running gear division in early 2017. Tie Down continues to innovate products for the marine industry to this day.

Larry Porche (deceased)

Larry Porche served the marine industry for 44 years. From his early days in the engine segment as vice president and general manager of Super Gasket/Aqua Power to his work with Clarion developing aftermarket strategies to more than 20 years with Land 'N' Sea, Porche's expansive knowledge of the aftermarket sector continually evolved.

He held a variety of roles with Land 'N' Sea, from director of the engine division to, most recently, director of strategic business development. He was involved with multiple acquisitions and integrations throughout his tenure, including Bell Recreation, Kellogg and Diversified Marine.

Larry was also very involved in the progress of the marine industry. He served on the board of the National Marine Distributors Association; was a founding committee co-chair of S.T.E.P.; a board member of Amtech (Association of Marine Technicians) and the National Marine Propeller Association; and served on several National Marine Manufacturers Association committees.

OLD PRO AWARD

Tim Conroy, ComMar Sales

Tim has close to 50 years of being in the Marine industry and has built a strong rep group of 15 people in ComMar Sales. Tim has and continues to serve on board of the NMEA and NMMA. Tim's honesty, integrity and hard work have earned him a very strong reputation in the industry.

Ivan Cross, The Merifield Company

Ivan Cross of The Merifield Company has been in the marine industry for his entire career. Ivan became a partner in the Merifield Company in 1983; he is the third owner of a company that was started 1932. He is a complete professional, an excellent sales person, extremely knowledgeable of all things boating related, a hard worker, an avid boater, and an overall great guy. Ivan has also served on the board of the NMRA and is currently a key advisor and committee leader for the NMRA.

Chris Kelly, Waters & David

Chris joined Waters & David in 1997. For the ten-year period prior, he was involved in offshore oilfield and marine equipment sales. While attending Southeastern Louisiana University, Chris studied business management and marketing. He is also a past president of the NMRA. Chris specializes in the commercial marine shipyards along the Gulf Coast that build government and offshore oilfield vessels. His territory includes Alabama, Mississippi, Louisiana, and the Gulf Coast from the panhandle of Florida to Houston. He's been a partner with Waters & David since 2013.

Mike McCachren, partner at GSW and Associates

Mike has been involved in the marine industry for over 45 years. He started working with Datcon Instruments and worked his way to National Sales Manager which included the marine division. He then took a job with Robert P. French Company in 1988 to cover the state of Florida and had continued success. In 1993 he came on board with GSW and Associates after they purchased the Robert P. French Company. In 2007 became an active partner and was instrumental in the continued growth of GSW. He has been a huge asset for GSW and helping

grow their business over the years. His knowledge, integrity and persistence has been a mainstay his marine career. He is the epitome of the Old Pro Award. As he approaches retirement, no one has represented the NMRA better.