



National Marine Electronics Association

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For Immediate Release

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NMEA BOAT BUILDER MEMBERS TO GET FREE INSTALLER TRAINING FOR EMPLOYEES

Program benefit designed to improve installations of electronics at the factory level

SEVERNA PARK, MD—The National Marine Electronics Association (NMEA) is now offering boat builder members an unprecedented opportunity for their employees to receive installer training for free or at a deep discount. The new member benefit is a response to a trend of NMEA manufacturers establishing boat builder accounts where electronics are installed at the factory level. When this occurs best practice installer training is essential.

A boat builder who joins or renews their membership with NMEA will receive five free training registrations per calendar year at a regularly scheduled NMEA installer training event. The training sessions are included with regular membership dues (\$675 for new members, \$550 for annual renewals). On top of that, if a boat builder company has 10 or more employees who need electronics installer training, NMEA will come to the boat builder's facility and conduct trainings at a significantly reduced rate, providing the boat builder covers the instructor's travel costs.

“Our industry cannot afford to have boats leave the factory and be delivered to boat dealers and customers with electronics installations that do not meet the industry accepted NMEA 0400 Installation Standard,” said NMEA President & Executive Director Mark Reedenauer. “We hope to prevent electronic installation issues from occurring by offering this great member benefit to boat builders. What makes NMEA installer trainings unique and a great fit for boat builders is that it is not manufacturer specific, so regardless of the electronics manufacturer the boat builder chooses, NMEA has the industry best practices covered.”

Boat builders who wish to take advantage of this unique value proposition and improve their staff knowledge of marine electronics installations are asked to contact the NMEA office by phone at 410-975-9425, email info@nmea.org, and web www.nmea.org.

About the NMEA

Founded in 1957, the NMEA has led the way in establishing technical standards for data exchange in marine electronics, with the widely accepted NMEA 0183 data protocol, NMEA 2000® and certification standards for marine electronics technicians. NMEA standards and programs focus on ensuring that the boating consumer is provided with reliable products and professional service. For more information, visit the NMEA website at www.NMEA.org or call (410) 975-9425.