



# 2026 OHIO BOATING CONFERENCE



# AGENDA

March 11, 2026

**8:15 AM: Check-In**

**8:30 AM - 10:10 AM: Breakfast with the Legislators & Opening Remarks**

**10:15 AM - 10:50 AM: Legislative Panel - Charting a Course for Marine Careers**

- Moderator: Michelle Burke, President of OMTA
- Panelists: Representative Jamie Callender, Representative DJ Swearingen, and Taylor Abbott, Executive Director of the Ohio River Commission

**10:55 AM - 11:30 AM: Legislative Panel - Investing in the Blue Economy**

- Moderator: Larry Fletcher, President of Shores & Islands Ohio
- Panelists: Senator Theresa Gavarone, Mindy Banky, Assistant Director of ODNR, Representative Monica Robb Blasdel, Representative Bride Rose Sweeney, and Senator Shane Wilkin

**11:30 AM - 12:15 PM: Luncheon & OMTA Annual Meeting**

**12:20 PM - 1:00 PM: Dealership of the Future**

- Matt Gruhn, President of the Marine Retailers Association of the Americas  
Sponsored by Brand Lab Gear

**1:10 PM - 2:40 PM: Will a Disney-Like Customer-Centric Culture Help Sell More Boats? YES!**

- Joel Staley, Founder and CEO of JCS Communications  
Sponsored by Riverfront Marine Sales and Service

**2:50 PM - 3:50 PM: The Future of the Marine Customer Experience**

- Alynn Gordon, Ph.D Senior Market Research Analyst, Yamaha U.S. Marine Business Unit

**3:50 PM: Closing Remarks**