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National Safe Boating Council Appoints New Board Member

Bristow, VA (June 25, 2013) – The National Safe Boating Council (NSBC) is pleased to announce it has appointed Sarah Ryser, Director of Communications for the National Marine Manufacturers Association (NMMA), to its Board of Directors.

The NSBC's Board of Directors is essential in helping the organization achieve its mission of safer boating through education, outreach and training. The board is made up of recreational boating and water safety professionals from across the nation. Ryser oversees public relations, social media and communications for the National Marine Manufacturers Association's 21 boat and sportshows. As part of her role, she is also responsible for B2B communications with exhibitors and stakeholders of NMMA's shows, in addition to communications support for the Association's efforts to build awareness of the recreational boating community among the public, business leaders, influencers and decision-makers.

"We're excited to have Ms. Ryser join our board, welcoming her experience to help promote recreational boating as not only a fun activity, but a safe one as well," remarks Joyce Shaw, chair of the NSBC. "Her knowledge of marketing and communications, coupled with her passion in boating will surely help to create a better-rounded Board of Directors."

Since joining NMMA in 2007, Ryser has generated record press coverage for its shows and the industry, securing stories with top national media outlets including Fox & Friends, The TODAY Show, New York Times, Fox Business, Wall Street Journal and CNBC.com, in addition to thousands of features in major local outlets. And in 2013, Ryser increased the organization's reach on Twitter by 156 percent. She manages an internal team of two and several external agencies on NMMA's boat and sportshow public relations efforts. Ryser resides in Chicago and spends as much time as possible boating on Lake Michigan.

The National Safe Boating Council's Board of Directors meets in person three or four times a year and holds scheduled conference calls to discuss the organization and its programs in support of safer boating.

About the National Safe Boating Council

The National Safe Boating Council (NSBC) is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit SafeBoatingCouncil.org.

About the National Marine Manufacturers Association

National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information visit NMMA.org.

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