

MIACC

At the Helm



Marco Boat Show October 10-12

August 2025

**Marco
BOAT
SHOW**
**Friday - Sunday
October 10-12
10AM-5PM Daily**



Marco Boat Show



Parking at Rose Marina with Complimentary Shuttle to the show
951 Bald Eagle Dr, Marco Island FL 34145

**Tickets \$15 in Advance
\$20 at the Gate**

**Marco Island Yacht Club &
Marco Island Marina Association**

**Applications
Coming Soon!**

MarcoBoatShow.com

MIACC Princess Cruise



MIACC Members enjoyed a beautiful sunset and delicious dinner aboard the Naples Princess.

State Representative Yvette Benarroch spoke to members about her support of the marine industry and her excitement to work together to protect water access, grow jobs and keep Florida's boating heritage strong!



Main Deck:

Industry & Member News	2
Member News	3
Member & Industry News	4
Industry News	5
MIPAC 3rd Quarter Dues	5
Upcoming Events	5

Welcome Aboard New Members:

Nosey Neighbor Home Watch

Kristi Nadler
(239) 300-1969
NoseyNeighborHW.com
NoseyNeighborHomeWatch@gmail.com

*Share the benefits of membership
With your colleagues!*

*Sign Up a New Member
And earn a free meeting ON US!*

Follow Us! Like Us!
Find Us on your favorite Social Media



Industry & Member News

Thank you to those that were able to attend the Collier County Board of County Commission meeting regarding the new entrance to Bayview Park. It is our hope that this change will offer more parking at this ramp and alleviate concerns for commercial use. The board voted to continue moving forward with these proposed changes!!



SEAS THE DAY!

PURE FLORIDA
www.PureFL.com

20% OFF Savings
Upcoming Events



Use Code SAVE20 to get 20% OFF on any:

Sightseeing & Sunset Cruises
Dolphin, Eco & Island Shelling Tour to Keewaydin Island
Backwater Calm Bay Fishing Trip • Deep Sea Fishing Trip
Deck Boat Rental • Jet Ski Rental

*Cannot be combined with any other coupon, discount or promotional campaign. Cannot use promotional gift certificates toward purchase. Valid May 1 through October 31, 2025. Book in advance for experiences until Feb. 15, 2026.

Visit our website at www.PureFL.com or call 239.263.4949 to book your next experience!

Upcoming Specialty Cruises

Island Yoga Cruise - Pure Florida and YogaSix Naples have created an Island Yoga experience on Keewaydin Island. Next one is Saturday, August 2. Cost: \$46 per person. Taxes & Fees not included in the prices. Learn more online at www.purefl.com.

Bark on the Ark Dog Cruise - Second Saturday of each month, Cruise with your favorite pup to Keewaydin Island. Each pup receives their own shelling pup bag filled with healthy treats, waste bags, tennis ball and water. Departure is at 8 am and returning at 11 am. Tickets are \$75 per pup plus one human. Taxes & Fees not included in the price.

Red Snapper Deep Sea Fishing Trips - Two 10-Hour Red Snapper trips are being offered in July. Cost is \$550 per person + tax. Includes all licenses, rods, reels, bait and tackle. Keeper fish are cleaned, fileted and put on ice. Tues., July 1, Sat., July 12, Tues., July 15 and Tues., July 29. Split Charters are aboard M/V Sea Flight II, a 6-passenger WorldCat with fishing and comfort amenities anglers will love. Book online at www.PureFL.com.

***Specialty & Discounted Cruises do not allow other coupons, promo codes nor promotional gift certificates.



Nosey Neighbor Home Watch

239-300-1969
The best neighbor to have when you're not home!
BONDED INSURED

VETERAN-OWNED CERTIFIED
ACCREDITED MEMBER NAWA
HOME WATCH PROFESSIONAL
 #03230292

Nosey Neighbor Home Watch provides the peace of mind you deserve while you are away from your Naples home.

Being voted into the top 3 finalist in The Best of The Gulfshore for two years in a row illustrates how our current clients feel about our services!

Member News

GOLDEN Boat Lifts & Marine Systems



Golden Marine Systems Completes Phase One of Dock Replacement at Tarpon Point Marina with their Resilient 950 Series System

Golden Marine Systems has successfully completed Phase One of the new dock system at Tarpon Point Marina, Cape Coral, marking a major step forward in the waterfront property's hurricane-resilient redevelopment. The project comes in response to the failure of the marina's previous concrete dock system, which proved too rigid to endure the wind and wave energy from recent storm events.

Golden was selected for the project based on its proven track record of survivability in hurricane conditions. The new system features Golden's 950 Series Double Track Aluminum Dock System, topped with brick paver decking—a combination that offers both stability and standout aesthetics.

The previous concrete docks couldn't flex with the wave action, and as a result, they suffered significant damage. Golden's system offers the flexibility and strength needed to protect the marina's investment and provide peace of mind during storm season.

Golden's aluminum-framed 950 Series provides critical flexibility under load, helping the system move with storm-driven water instead of resisting it. The brick paver decking adds substantial mass for improved stability, while enhancing the overall appearance of the marina.

"We're proud to complete Phase One of this important project," said

Michael Shanley, President of Golden Marine Systems. "This design reflects the perfect balance between performance and presentation. With hurricane resilience and high-end finishes, the new docks set a new standard for coastal marina infrastructure."

Phase Two of the Tarpon Point Marina redevelopment is scheduled to begin shortly after the new year.

Golden Marine Systems, based in North Fort Myers, Florida, continues to lead the marine infrastructure industry with high-performance floating docks, gangways, and accessories built to withstand the harshest coastal environments.

For more information, visit www.goldenmarinesystems.com or call (239) 337-4141.






3945 TOLLHOUSE DRIVE #919
(239) 228-6713

From Canvases to Cushions
WE'VE GOT YOU COVERED!




B BOAT MARKETING PROS

Building Customer Loyalty for Boaters: Strategies for Boat Dealers

In boat sales, the real success comes from building lasting relationships, not just making a single sale. Creating a great customer experience means understanding each boater's unique needs, offering personalized service, and staying connected long after the purchase. Reliable maintenance, helpful support, and community events all play a role in keeping customers engaged. Add in thoughtful loyalty perks and smart use of technology, and it becomes much easier to earn trust and keep people coming back year after year.

How AI Is Transforming Digital Marketing for Boat Dealers

AI is quickly becoming a valuable tool for boat dealers looking to improve how they reach and connect with customers. It's helping businesses better understand buyer behavior, create more personalized marketing, and make smarter use of advertising budgets. From streamlining content creation to supporting customer retention, AI offers practical ways to stay competitive in a digital-first market. Marine businesses that take advantage of these tools can better position themselves to meet customer expectations, improve marketing results, and grow more efficiently in an increasingly digital market.

Member & Industry News



MERCHANT SERVICES

Manage your business and payments efficiently with Xpress-pay.

Are you looking for a simple, convenient and affordable way to receive your business payments faster? With Xpress-pay, you get unparalleled flexibility for customer payments. Customize invoices for a specific payment and add a payment option directly to your existing website, or provide a payment link or QR code via email. Xpress-pay can assist you and your business with processing payments more efficiently with the benefits and features below.

Benefits

- Invoice and donation capabilities
- Ease of use for paying customer
- No login required
- Customers can receive invoices via email and/or text
- Real-time reporting including the option for email notifications
- Accessible from any device
- Optional site fee to help offset processing cost
- Optional integration with QuickBooks Online

Features and functionality

- Instant Invoice
 - Electronic Invoice Presentation & Payment (EIPP)
 - Can provide customers with invoices via email or text
 - Customer can click and pay in seconds
- Instant Payments
 - Flexible payment form
 - Completed by merchant or customer
 - Fast-track to secure e-payments
- E-Bill Presentation
 - Electronic Bill Presentation & Payment (EBPP)
 - Organization can upload bills for consumer to locate and pay
 - Includes "View bill PDF" feature
- Recurring Payments
 - Automates payments and subscriptions
 - Schedules set by merchant or the customer
 - Reduces late/forgotten payments
- QuickBooks Online Integration
 - Simplifies accounting with payments automatically applied
 - Real-time reporting
 - Eliminates manual entry
 - IVR Payment Capability
 - Ability for customer to pay invoice via phone
 - Bilingual support available

Get in touch

Tony Totani
Vice President, Financial Sales Manager II
8891 Timberlake Drive
Bonita Springs, FL 34135
239.390.5282
tony.totani@firstcitizens.com

firstcitizens.com



THE ULTIMATE FLAG FOR YOUR BOAT

- Powder coated marine grade aluminum construction
- Available in 3 sizes with many features and options
- The last flag you will ever purchase for your boat

PROUDLY MADE IN AMERICA



FLORIDA SOCIETY FOR ETHICAL ECOTOURISM PRESENTS THE 2025 ECO-TOUR PROVIDER WEBINAR SERIES

Join us the 2nd Wednesday of the month from 7-8pm

June 11 - Living with Coyote

July 9 - Fish Morphology and Ecology

August 13 - Seabirds

September 10 - Enhancing Ecotourism with the Florida Master Naturalist Program

October 8 - Marine Mammals of Florida

November 12 - Mangroves and Salt Marsh: Habitats of the Estuary

Free and open to all
Advance registration is required

Register online at

www.floridasee.org/education

or scan the QR code



Marine Industries Association of Collier County
PO Box 9887
Naples, FL 34101

Phone: (239) 682-0900
Fax: (239) 236-9000
Email: director@miacc.org
www.miacc.org

Robin Rosario
President

Charles Tozzi
Vice President

Blake Borgeson
Secretary

Carolyn Castaneda
Treasurer

Directors: Josh Chaney, Alex Garland,
Dan Maruszczak, Bill Moore

Emeritus: Frank Donohue, Jim Kalvin, Jim Logie,
Lee Lyons, Frank Perrucci, Kit Sawyer

Tiffany Sawyer-Schank
Executive Director



MIPAC 3rd Quarter Contributions

Marine Industries Promoting Access for Citizens

In 2002 the Marine Industries Association of Collier County formed a Political Action Committee named Marine Industries Promoting Access for Citizens (MIPAC). This action was taken so that we can support issues and legislative candidates who assist the goals and purposes of the marine industries community.

On a quarterly basis, the MIPAC seeks donations of \$50.00 from each member. The MIPAC's mis-

sions and goals are to act upon problematic issues that must be addressed at the legislative level for the growth and protection of the marine industry. Monies collected from the MIPAC donations are used in supporting political decision makers that will tackle the very issues that affect all members of our industry. As a good steward of our member's donations, MIPAC adheres to uniform contribution criteria when determining how much and

to which candidate assistance is allocated.

MIPAC will educate you about the political landscape and issues facing our organization and will strategize political impact. In addition, the committee is always open to suggestions, questions and comments.

Please send your quarterly donations to MIPAC, PO Box 9887, Naples, Florida 34101

Upcoming Events

Marco Boat Show

Christmas Boat Parade 2025

Naples Boat Show 2026

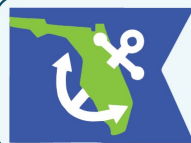
Arbor Fest/Kids Fishing Clinic

October 10-12, 2025

December 13, 2025

January 22-25, 2026

June 6, 2026



**Marine Industries Association
of Florida Fall Conference**

September 10th & 11th

St. Petersburg, FL

St. Pete Yacht Club



**Regional Florida Marine Association's - National Marine Association's
Marine Businesses - State & Local Regulatory Agencies - Lawmaker's**



Join us in our Efforts to Protect & Promote Florida's Marine Industry

Hosted by the Marine Industries Association of Southwest Florida (MIASWF)

Contact info@miaswf.com for more information

Our Mission: Marine Industries Association of Collier County (MIACC) is a not-for-profit membership-based organization focused on the responsible growth of the marine industry for the benefit of its members, recreational boaters, the community, and the environment.

Our Goal: MIACC represents recreational boating and member interests at the Local, State, and Federal levels; Issues of interest include Water Access, Recreational Boating, Commercial Boating, Free Trade, Advocating for Property Rights, and Legislative or Regulatory initiatives that impact these interests.

Our Members: Members include Dealers & Manufacturers, Boating & Professional Services, Charters, Marine Contractors, Boat Lifts, Shipyards & Storage, and Equipment & Accessories.



**3rd Quarter Contribution
available.**

**Please make checks payable
to MIPAC**

