

# MEDIA RELEASE



## For Immediate Release

**Date: 1 April 2014**

### **Marine15 First Keynote Speaker Announced**

The Committee for Marine15 International Conference and Trade Exhibition has announced the first keynote speaker for the event 3-5 May 2015. Organising Committee Chair Jeff d'Albora said he was particularly pleased to have secured Bill Yeargin, President and CEO of Correct Craft, an 89 year old marine industry holding company with global operations. Correct Craft's subsidiaries include Nautique Boats and Aktion Parks.

"I was privileged to hear Bill Yeargin deliver an excellent presentation at the recent International Marina and Boatyard Conference at Fort Lauderdale. From a business perspective having Bill at Marine15 will ensure the marine industry in our region is inspired with new insights into achieving business success". Bill will deliver two presentations; a keynote address on business success factors and a boating business session for boat manufacturers, distributors and retailers.

Under Bill's leadership the company has won all of the USA industry's major awards including Manufacturer of the Year, Boat of the Year, Most Innovative Product, and many others. One USA industry publication described Correct Craft under Bill's leadership as being "on an aggressive improvement path the likes of which the marine industry has never seen."

The Marine15 Organising Committee comprises members of Boating Industries Alliance Australia, Marina Industries Association and the Australia New Zealand Safe Boating Education Group. For details on Marine15 go to [www.marine15.com](http://www.marine15.com)

Picture attached: Bill Yeargin ,President and CEO of Camp Craft

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