



ONEWATER CONNECT

July 30, 2024

SAFETY IN WISDOM



Rewatch Andy's message, "Safety in Wisdom", from last Friday by clicking [here](#).

You can always rewatch Andy's messages by visiting the [OneWater Training Portal](#).

[VIEW RECORDING](#)

**Please log in to the training portal and then access the link above.*

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FROM REBUILDING ENGINES TO A MARINE INDUSTRY LEADER

CMC Marine's streamlined manufacturing facility incorporates research and development, prototyping, testing, machining, assembly, sales, and order fulfillment all under one roof. This results in high quality, made in USA supplied products.



DIVERSIFICATION AND PROBLEM-SOLVING

CMC's expertise extends beyond marine products. They designed the Tape Twin System in 1984, a computer-based program loader for CMC machines. **Recognizing a need in the market, they introduced the PT-130 Tilt & Trim unit in 1992, becoming a leader in aftermarket tilt & trims.**



A GAME-CHANGER

In 1997, CMC's one-piece 7050 hydraulic actuator revolutionized their product lines. This compact, saltwater-proof unit eliminated the need for separate hydraulic lines and became the standard power source for various CMC products. Its applications extend beyond marine use.



CONTINUED GROWTH

Acquired by T-H Marine Supplies in 2008, CMC Marine, LLC keeps pushing boundaries. **They offer a range of marine and industrial products, including the Emergency Boarding Ladder and Wind Turbine Nitrogen Booster and Filling System, showcasing their commitment to innovation and diversification.**

In 2008, Cook Manufacturing Corp. was acquired by T-H Marine Supplies Inc. and is now known as CMC Marine, Inc. CMC Marine continues to innovate and manufacture top-quality products, including the Twist Step emergency boarding ladder, Atlas Micro-Jacker, Z-Lock, and various other jack plates.

PRO REVVVER

IMAGE PACKAGE BUILDER

The ProRevver team will be releasing a new Image Package Builder feature in ProRevver tonight. This feature allows you to build image packages to be reused and assign the package to multiple stock numbers.

How to create an image package:

- Navigate to "Tools" > "Image Packages" on your ProRevver menu.
- View/filter existing packages or choose "Create Package".
- Create a package by giving the package a title (we recommend year, make, model).
- Upload your own images from your computer, or Add/Remove images from the existing inventory image library. The "Add/Remove Images" feature allows you to access ALL images from all existing inventory in ProRevver.
- Filter/find the images you would like to add to the package and select "Add Images".
- Categorize your package with year, make, and model information for better search results, then select "SAVE".
- Once you have created your package, select "Assign Images".
- Search by stock number, make, or model. Separate your units by a comma; then, select the units you would like to add the images to and choose "Assign Images".
- The images from the package you selected will now be assigned to the unit.
- You can select the stock number to view and verify the photos after you have added the images.

ANNOUNCEMENTS

AUTOMATED SALES ASSISTANT

The OneWater marketing team is implementing a new and improved automated sales assistant **this week** that will help nurture website leads.

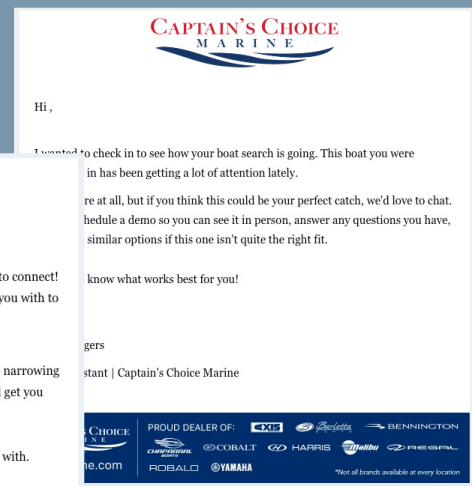
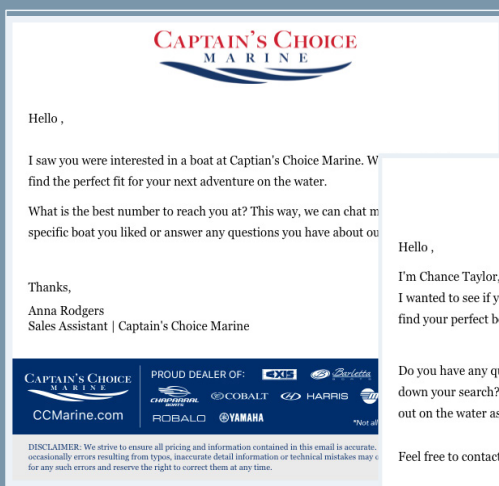
The sales assistant is similar to the one that we had in the past, but it is improved with more personalization (ex: name, salesperson, boat of interest), more relevant messaging, and less frequent emails.

After a customer submits an online lead, he or she will receive 1-4 emails over the course of a week with the following messaging from the sales assistant:

- **Email 1:** Introduce their sales consultant or let them know that a sales consultant will be in touch
- **Email 2:** Demystify the boat buying process
- **Email 3:** Update on their boat – add urgency
- **Email 4:** Check-in from the store manager

Sales assistant emails will stop if the sales consultant turns the sales assistant OFF in ProRevver or if the customer replies to the sales assistant.

If a customer replies to the sales assistant, the reply will show up in the customer's activity timeline in ProRevver, and the sales consultant will receive a notification.



ANNOUNCEMENTS

THANK YOU TO PAYROLL APPROVERS

The Payroll team wants to extend a huge shout-out and thank you to the time card approvers at every store that enters AFR hours. Your meticulous effort in submitting AFR hours with NO DISCREPANCIES for the July 26th paycheck is truly commendable. This marks our first payroll cycle with zero errors to be corrected!

Your attention to detail and thorough double-checking of AFR on time cards against the Lightspeed Tech Reports have made the process smooth and efficient for everyone involved.

We also want to acknowledge Tom Ebenreck, David Tidwell, and Trevor Hardy; we couldn't have accomplished this without you.

Thank you once again for your outstanding work and dedication. Let's keep up the great teamwork!

With thanks and appreciation,
Gwen Dalton
Payroll Manager

COMPLETE YOUR SAFETY TRAINING BY AUGUST 8TH

All OneWater employees must complete mandatory safety training before next Thursday, August 8th.

All employees should have received an email from KnowBe4 with a link to complete your training.

If you did not receive a link, please email training@onewatermarine.com.

EVENTS



SUNDANCE MARINE SPORTSMAN SUMMER SHOWDOWN

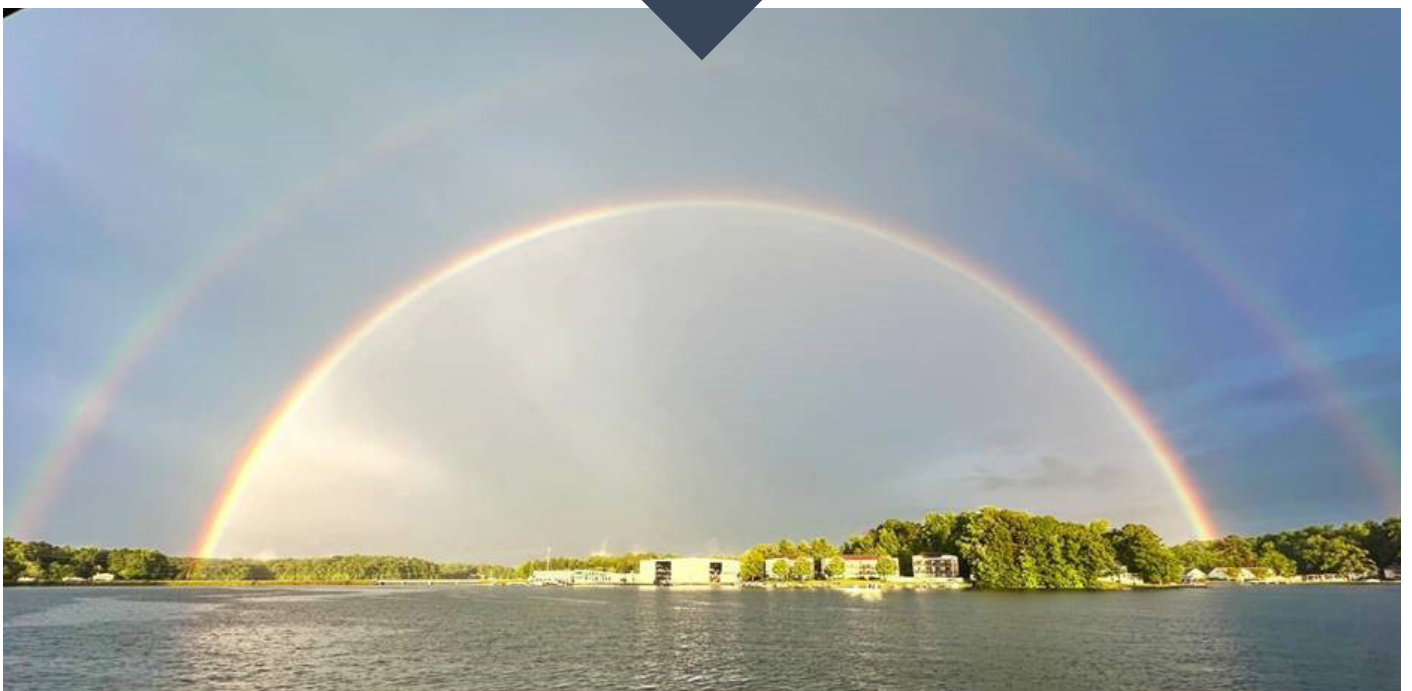
SunDance Marine recently held its Sportsman Summer Showdown. The event attracted many customers who enjoyed demos. The team generated a couple of boat deals from the event!

Submitted by Anthony Gioe

SINGLETON MARINE BLUE CREEK MARINA

This beautiful photo was recently taken of Blue Creek Marina centered beneath rainbows!

Submitted by Misty Bishop; Photo by Cal Patterson, Lake Martin, Alabama



REVIEWS AND UPCOMING EVENTS

★★★★★ 5-STAR REVIEWS

Walker's Marine Marco Island

Brendan,

It was a long few days but your crew and Excellent Management staff are top notch at Walker Marine located in Marco Island Florida. I have never been treated with such kindness, sincerity and white glove service before when purchasing a boat of any size, and I have had many in my life big and small. I would recommend Walker Marine to anyone looking for a watercraft anywhere in the United States. I drove 11 hours to get to you and the next day drove 11.5 hours to get home towing the 2021 Formula 270 BR. The drive was long and tiring for this old guy but I would do it again to purchase from you guys anytime. Once again, Thank you and everyone that was part of this purchase. You have made a customer for life. If anyone reading this review is looking for a boat off any kind, do yourself a favor and reach out to this amazing dealership. You will not regret it.

-Lee Hudson

★★★★★ 5-STAR REVIEWS

SMG Boats

George,

Not sure how this gets called out throughout the organization but if there's anything you can do to recognize the service provided by JT and Cathy helping us get this last boat dropped. We know it's been a tough year or so industry wide, so it really speaks to the individuals as well as their culture.

-Bryan Wallace

President, Nautical Boat Club Franchise

UPCOMING EVENTS

August 2-4	August 10	August 21	August 23
Bosun's 1st Annual Customer Rendezvous	South Shore Marine Demo Day	Bosun's Docktails Happy Hour Events	TGYG Boating 101

[VIEW THE FULL MARKETING CALENDAR](#)