

NMTA TRUSTEE NOMINEE BIOGRAPHY QUESTIONNAIRE

Please Return to katieg@nmta.net by April 3, 2026

Name (include nicknames you go by): Sam Bisset

Company Name: Fluid Motion – Ranger Tugs, Cutwater, Solara

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BACKGROUND and INTERESTS

Date of Birth: 06/20/1982

Education: Some college, photo/video, marketing

Hobbies or other non-work interests: When I'm not cruising or fishing on the boat with my wife and daughter, I love riding adventure motorcycles, mountain bikes, camping, and playing music (guitar) with friends.

What are your current job responsibilities: As Vice President of Marketing at Fluid Motion, I lead the in-house marketing team for our three brands, Ranger Tugs, Cutwater, and Solara. We manage nearly all marketing internally, including advertising, event planning, retail promotion, dealer support, content production, and both B2B and B2C communications. My role includes overseeing brand strategy, messaging, campaign development and customer engagement.

Past Work Experience: Before joining Fluid Motion full time in October 2014, I created and led *The Boat Guy*, a Pacific Northwest boating video series starring Chip Hanauer, and served as its Executive Creative Director from 2011 to 2014. Before that, I was the Marketing Director for Malsam Motorsports in the NASCAR Truck Series in 2009. Much of my background leading up to my current role was in photo and video production.

Past Board Experience (including NMTA): This would be my first board experience although I'm currently on the NMTA and NYBA Boat Show Committees.

How long have you been a member of this Association? About 13 years

Have you volunteered for this Association before? Yes X No _____

In what capacity did you serve? Boat Show Committee

Have you held a leadership position on a Board in the past? Yes: _____ No: X

Name of Organization: _____ **Position** _____

Why would you like to be a member of the NMTA Board of Trustees? My favorite place to be is on the water, in a boat. I'm passionate about sharing that experience with others, especially those who have not yet experienced it. It's very rewarding to watch our customers grow from boat-curious first-timers into confident cruisers. Helping grow recreational boating is something I believe in and already work toward every day. I'd love the opportunity to bring that commitment to the board.

The NMTA plays a crucial role in making boating more accessible and keeping it visible in the Pacific Northwest. We also saw last year how effective the NMTA can be in bringing members together to push back against the proposed luxury tax. I would like to serve on the board to support those efforts and add my voice on issues that affect both marine businesses and the boating community.

What, in your opinion, are the NMTA's strengths and weaknesses? I think that the Seattle and Anacortes Boat Shows are among the NMTA's greatest strengths. The Seattle show in particular is one of the best in the country for attracting boat buyers. Another major strength is the NMTA's leadership, staff, and volunteers. Meetings are well organized and effective. And the association's government affairs efforts play an important role in creating change and communicating clearly with members.

The NMTA does a great job of getting the word out about boating, but I think there is an opportunity to do more to connect with non-boaters, future generations of boaters, and people who may not see themselves reflected in "traditional" boating marketing. Looking back at the Grow Boating recap video from 2013 and the clips from The Boat Guy, I think the NMTA could create its own updated "light" version of that under the Seattle Boat Show Brand.

What issues are important to our organization in the short term?

In the short term, I think some of the most important issues for the NMTA are increasing boat show attendance and keeping boating visible to consumers in the Pacific Northwest. It is also important to protect boating by pushing back against overregulation and taxation that make participation more difficult for consumers and create added pressure on marine businesses. Continued support for Grow Boating efforts will also be important as we work to reach both new and existing audiences.

in the long term?

In the long term, reducing barriers to boating will be critical, including limited moorage, waterway access, and infrastructure issues like aging or unsafe public launch facilities. Protecting fishing rights and access will also remain important. As I mentioned earlier, I believe the NMTA should continue strengthening the Seattle Boat Show brand, so it remains a leading voice for boating in the Pacific Northwest. I see value in thinking of the Seattle Boat Show as a year-round brand, especially as Discover Boating shifts toward more top-of-funnel, inspirational content aimed at new boaters.

Members of the NMTA Board of Trustees are requested to serve on one or more NMTA committees. Whether or not you are chosen to serve as a Trustee, you may serve on other committees. Which of the following committees would be of most interest to you? Mark in order of preference: (1) = first choice (10) = no interest

BOAT SHOW _1___
BOATYARD _7___
FISH _4___
GOVERNMENT AFFAIRS _5___
GROW BOATING _2___
MARINA _3___
MEMBERSHIP __8___
PAC9 _____
SUPERYACHT _6___

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