



AMERICAN BOAT BUILDERS & REPAIRERS ASSOCIATION, INC.

Dedicated to the Marine Service and Repair Industry

FOR IMMEDIATE RELEASE

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American Boat Builders & Repairers Association (ABBRA) Names New Executive Director and Association Management Company; Head Office Relocates to Fort Lauderdale, Florida

Fort Lauderdale, FL – April 6, 2012 – [ABBRA](#), the American Boat Builders & Repairers Association announced today it has appointed Gordon Connell as its new Executive Director and named Connell Communications its new Association Management Company. During their regular Board Meeting held recently at Roscioli Yachting Center in Fort Lauderdale, Florida the ABBRA Board of Directors approved the new leadership and management plan for the national boat builder and boatyard trade organization.

Pam Lenzion, President of ABBRA said, “We have been fortunate to have good administration and guidance over the years, and with this change our Board is pleased to have someone with Gordon’s experience to take the helm and continue to provide strong management leadership.” She noted, “His vision and enthusiasm for our continued growth, ideas for expanded and enhanced service for members and shared belief that strong representation nationally on issues affecting the business of boating are refreshing.”

Gordon Connell worked in the recreational marine industry for nearly 11 years before establishing Connell Communications in February 2011. He served as the Director of Association Services for the Marine Industries Association of South Florida, one of the largest regional recreational marine trade groups in the U.S. and owner of the Fort Lauderdale International Boat Show. He possesses management experience in all facets of association administration from member programs and services to legislative advocacy and engagement. Connell Communications is an association management company, public relations and marketing firm with clients that range from a small non-profit charitable foundation to the largest private maritime training school in the U.S.

“The opportunity to work with ABBRA as its Executive Director and provide management services for the association are challenges that not only excite and motivate me, but ones that I wholeheartedly embrace,” said Connell. “This organization was established in 1943 and it is my belief is that there is still tremendous untapped potential within ABBRA as the representative for the boat builders and boat repair segment of the recreational marine industry in the U.S. With time, thorough planning and strategic execution you will see an even better organization that more effectively represents its members and their interests,” he added.

With the change in management, ABBRA is relocating its head office from Warren, Rhode Island to Fort Lauderdale, Florida and its new address is [3778 SW 30th Avenue, Fort Lauderdale, FL 33312](#). The Association’s new telephone number is 954-654-7821.

About American Boat Builders & Repairers Association (ABBRA)

Founded in 1943, ABBRA is a national marine trade organization that represents, is dedicated to, and seeks to strengthen and encourage professionalism in the boat building, marine service and boat repair industry.

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