

**For Immediate Release**

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**Interactivity, info sharing focus of redesigned NMTA website**

SEATTLE – The Northwest Marine Trade Association (NMTA) launched a redesigned website ([www.NMTA.net](http://www.NMTA.net)) today that allows its member businesses to easily connect with industry peers, stay up to date on current association news, and get involved in upcoming NMTA events.

The site now includes an “Association Updates” blog which staff will update regularly, an embedded event calendar powered by Google, and connections to NMTA’s social networking pages on LinkedIn, Facebook and Twitter, according to NMTA’s Director of Communications & Marketing John Thorburn.

“NMTA.net has been updated to reflect today’s Web 2.0,” said Thorburn. “It is focused on information-sharing, interactivity, and harnessing the latest web-based applications to allow members to closely follow and become involved in the efforts of the association.

Aside from adding new tools to the website, Thorburn reviewed the analytics of the site over the past five years to determine the most visited features and information that NMTA members access, and built the new design around those popular items to be retrieved more easily.

“The website is NMTA’s first point of contact with its members,” said Thorburn. “It is vital to the continued growth and value of the association that the site reflect the very latest technologies to enable our members to be successful.”

**Northwest Marine Trade Association.** The NMTA represents more than 600 companies in the recreational boating business, including boat dealers, boat brokers, marinas, boatyards, boat and boating accessory manufacturers, retailers and suppliers of boating accessories and services. The NMTA produces the Seattle Boat Show, the West Coast’s Largest Boat Show, each January. More at [www.nmta.net](http://www.nmta.net).

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