



Salute to Marina Employees

Your employees are the ambassadors of our industry and have a tremendous impact on how your existing and potential customers view your facility. Welcome to the Water on National Marina Day offers marinas a rare opportunity to combine the enthusiasm and pride employees already feel for their marina with the gratification of knowing employers appreciate their efforts. This sample salute can be posted in break rooms or employee-only areas, or can be reproduced as a memo in paycheck envelopes. It can also be delivered as a short speech at an employee gathering.

Dear (INSERT EMPLOYEE NAME),

Welcome to the Water on National Marina Day marks a time to celebrate the important role boating plays in American recreation and American life. In particular, this day will highlight boating as a safe, fun, family-friendly activity where marinas play the vital role as the gateways to on-the-water enjoyment.

Here at (NAME OF MARINA), we believe that marinas are strong, vibrant communities of families and friends united by a shared passion for the water. Now, more than ever, Americans need clean, safe and relaxing locations at which to spend their leisure time. I want to take this opportunity to thank each and every one of you for the part you play in building the tremendous sense of community we all share.

During the past year, marina employees have made many contributions of all kinds to our community. We (HUNG HOLIDAY DECORATIONS/PARTICIPATED IN LOCAL COMMUNITY SERVICE ORGANIZATIONS, ETC.). We volunteered in the community, (RAISING MONEY FOR LOCAL CHARITIES/SPONSORED LITTLE LEAGUE OR SOCCER GAMES ETC.) We even served as a community meeting place, serving as gathering point for (LOCAL COMMUNITY EVENTS OR FESTIVALS). You have made (NAME OF MARINA) a source of pride for our community and its citizens.

Every time you provide a customer with quick, reliable and friendly assistance, whether on the phone, in the office, out on our docks, or on the streets of (YOUR TOWN'S NAME), you are (NAME OF MARINA), and you represent the best we have to offer. Therefore, you are vital to this marina—now and always, and I thank you for all that you do every day.

*Welcome to the Water on National Marina Day is produced by
the Association of Marina Industries and Discover Boating*