

## **FOR IMMEDIATE RELEASE**

### **National Safe Boating Council Welcomes Dan Ratner as Marketing and Membership Specialist**

**Manassas, VA (January , 2017)** – Dan Ratner joins the National Safe Boating Council (NSBC) as its new Marketing and Membership Specialist. Dan brings with him 20 years of experience in membership development for nonprofit organizations. Throughout his professional career, he has held positions with American National Standards Institute (ANSI), ASCD, and most recently, the Association of Governing Boards of Universities and Colleges (AGB).

As the NSBC Marketing and Membership Specialist, Dan will develop and execute tactical strategic initiatives to increase membership engagement and improve marketing of NSBC programs, services, and products. His experience in processing and utilizing data and analytics to formalize marketing and membership efforts continue to bring focus on the NSBC Strategic Plan, 2015 – 2019.

“Dan’s accomplished credentials in both the areas of marketing and membership will bring increased value directly to our members, partners, and key stakeholders,” says Rachel Johnson, NSBC executive director. “We are excited for his plans to strengthen relationships with our current members, engage potential members, and better promote the NSBC as the leading organization whose primary mission is to increase safer boating through education, outreach, and training.”

As an organization, the NSBC is committed to reaching new heights and to engage with even more recreational boaters than before. Through keen focus on current trends and market analysis, Dan’s strategic marketing and membership expertise will enhance the way our mission reaches our members, partners, and stakeholders, ultimately increasing outreach and education efforts towards the recreational boater.

#### **About the National Safe Boating Council**

The National Safe Boating Council (NSBC) is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit [www.SafeBoatingCouncil.org](http://www.SafeBoatingCouncil.org).

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