

## FOR IMMEDIATE RELEASE

### Boating Ontario Hires New President & CEO

**PENETANGUISHENE, ON (September 15, 2015)** - After an extensive search, the Boating Ontario Association is pleased to announce that, by unanimous vote and full support of the board of directors, Janet Bauer has been named its new President and CEO.

Janet comes to Boating Ontario with an extensive background in association management in the grocery and sports sectors. Her leadership was instrumental in the start-up and growth of the Bicycle Trade Association of Canada - the national trade association for Canada's cycling industry. As a creative, thoughtful and decisive leader, Janet will bring her exceptional experience and skills to lead the Boating Ontario Association into the future. An avid outdoor enthusiast, Janet along with her husband and teenage children spend their summers on the waters of Lake Simcoe and Georgian Bay.

*"I feel very fortunate to represent the businesses that interact with the boating community on a daily basis. These marinas and boat dealers shape the boater's experience and are an influential part of the boating industry's success here in Ontario. I'm looking forward to working with the boating industry and to represent our members with a united voice."* – Janet Bauer incoming Boating Ontario President and CEO

Janet will start her new position in early October and long-time Executive Director Al Donaldson will stay on until the end of 2015 to ensure a successful transition.

For more information, please contact Richard Carroll, Boating Ontario Chair at Little Gull Marina. Phone 705-657-9088.