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BOAT-SHARING EXPERT TO PARTICIPATE IN IBEX SESSION

Jaclyn Baumgarten, founder and CEO of Cruzin.com, will speak at the International Boatbuilders Exhibition & Conference (IBEX) in Louisville, Kentucky. She will participate in session 108, The Sharing Economy: How Alternative Boat Ownership Models Can Positively Impact the Marine Industry. The event will be on Tuesday, September 15, from 12:30 to 2:00 p.m. and is sponsored by the National Marine Manufacturers Association.

Boat-sharing is rapidly gaining popularity among consumers. The session will address how collaborative consumption is influencing the marine industry. It will cover the budding economic impact on manufacturers, suppliers, dealers, reps, distributors, retailers and marinas.

"I'm looking forward to joining my peers in exploring this exciting, new element of the marine industry," said Baumgarten. "The sharing economy has significant potential to expand business and grow boating." In 2014, she was selected by *Boating Industry* as a top Mover & Shaker.

Cruzin.com is the nation's leading Boater-to-Boater™ rental and charter marketplace. This online community is helping revitalize the recreational boating industry by improving the affordability of boat ownership, increasing access for boating enthusiasts, and introducing new generations to the lifestyle.

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