



FOR IMMEDIATE RELEASE

Contact: Marilyn DeMartini 954-564-7234
md@prpower.biz cell 965-649-4904

**BOB LATHAM IS FIRST PERFORMANCE BOAT INDUSTRY WINNER
OF ALAN J. FREEDMAN MEMORIAL LEADERSHIP AWARD**

When Bob Latham accepted the 24th annual Alan J. Freedman Memorial Leadership Award from the National Marine Manufacturers Association (NMMA) at the International Boatbuilders Exhibition and Conference (IBEX) last year, the crowd fell silent. Latham is well-known and respected as a soft-spoken, creative and innovative manufacturer in the performance marine business, so his brief thank you speech to his piers, customers, staff and partner and wife, Kathy, was poignant and clear. He commented on the honor of being recognized for improving the safety of performance boats and for being one of the top problem solvers in the industry. "It was an awesome surprise!" he modestly stated.

The Alan J. Freedman Award was created by the NMMA's Accessory Manufacturers Board of Directors to recognize those who like Freedman, have made major contributions to the marine industry through leadership, creativity, and personal motivation. While Freedman was instrumental in founding the National Marine Products Association, which eventually evolved into the current NMMA, Latham was honored for his 35-year history of designing and manufacturing a wide array of performance and safety equipment for powerboats. He was nominated by Eric Colby, former editor of *Powerboat* magazine and current contributing editor for *Boating*, who stated, "Bob invented, on his own, hydraulic steering, that has saved countless lives. His ability to continue to develop creative products goes on and on—he fits all the qualifications and deserves the award."

For the performance boat sector and for Latham, the recognition was the first from the NMMA and showed the broad impact of Latham's work on the industry overall, especially as some of his current products expand into the center console and outboard sectors of the marine OEM and consumer business. Latham's recognition as a leading manufacturer of "World Class Marine Hardware and Steering™" is fitting and earned as the company celebrates its 35th anniversary this year. The engraved crystal rhombus resides in the Latham Marine lobby, in Ft. Lauderdale, Florida, along with many other trophies, awards and tokens of recognition from the numerous marine industry organizations of which he has played an important part.

#