

## MILWAUKEE BOAT SHOW SAILS THROUGH STORMY ECONOMY



Last Friday afternoon at State Fair Park's Expo Center the Milwaukee Boat Show took place. Unfortunately, this year was much more of a show than anything else. With the economy the way it was, few people had enough money to realistically dream about taking any of those beautiful boats out on the water. The Milwaukee Boat Show houses hundreds of different boats by hundreds of manufacturers. It is currently running from now until January 25<sup>th</sup>. But this year will be a little bit different. Consumers can't afford to spend thirty, or even forty thousand dollars on a boat. Manufacturers are hoping that boating, which is an extremely popular past time in Wisconsin, along with fishing, will be able to tough through the current economic times. "Boating is a lifestyle that's important to Wisconsin," said Henri Boucher, producer of the annual boat show." Irwin Jacobs, president and CEO of one of the nation's biggest recreational boat manufacturers, Genmar Holdings Inc understand the boating lifestyle as well. "People do not give up boating or fishing," Jacobs said. "If it's at all possible not to. And buyers who have to leave for financial reasons come back as soon as they can." The boat show generally attracts around 25,000 annually. Boat Industry insiders do not believe that this year will bring with it a drop in attendance. If you're in or around Milwaukee, or just really love boats, the Milwaukee Boat Show runs through Jan 25. Its hours are 10 a.m. to 9 p.m. Saturdays and 10 a.m. to 6 p.m. on Sundays. It is \$8 for adults and children under 12 are free.

Stay afloat on all industries at [Employment Crossing](#).