



Trade Only
Presents

3Ts SUMMIT

TRADE ▶ TARIFFS ▶ TAXES

YEAR TWO - A RETURN TO THE SUMMIT

JULY 15, 2026, 9-10:30 EST

Free Virtual Event

One year later, what has changed in Trade, Tariffs and Taxes and what it means for your business.
Senior industry panel from the U.S., Canada and Europe | Regulatory updates | Geopolitical impact |
Actionable strategies for marine industry leaders.

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FOR IMMEDIATE RELEASE

Soundings Trade Only Announces Return of the 3Ts Summit: Trade, Tariffs, Taxes – A Free Virtual Event

June 16, 2026, Chattanooga, TN – The Soundings Trade Only Group today announced the return of the **3Ts Summit: Trade, Tariffs and Taxes**, a free virtual event scheduled for **July 15, 2026, from 9:00–10:30 a.m. EST**. Sponsored by Brunswick Corporation, the event brings together a distinguished global panel of marine industry leaders to discuss the sweeping changes in international trade policy, tariffs, and tax regulations that have unfolded over the past twelve months, and the impact of those changes for businesses across the marine industry.

"When Soundings Trade Only first convened the 3Ts Summit in July 2025, the marine industry was navigating an unprecedented wave of tariff uncertainty, shifting trade alliances, and a rapidly evolving regulatory environment. One year later, the landscape has changed dramatically. Court rulings, new tariff schedules, retaliatory measures, and bilateral trade negotiations have reshaped supply chains, while geopolitical tensions continue to influence global markets. With a U.S. election cycle underway, additional regulatory and tax policy changes may be on the horizon. The 2026 summit will provide industry leaders with a comprehensive and insightful perspective on where things stand today and how to prepare for what comes next," said Michele Goldsmith, vice president and general manager of the Soundings Trade Only Group.

The 3Ts Summit 2026 will provide marine industry leaders with an in-depth look at the forces shaping global trade and business operations, including:

- **A 12-month retrospective:** Key developments in trade, tariffs, and taxes since the inaugural summit and their impact on the industry.
- **Global trade dynamics:** How geopolitical developments, shifting trade relationships, and economic uncertainty are influencing supply chains, costs, and market access.
- **The election factor:** Potential trade, tax, and regulatory implications of the upcoming U.S. election and the scenarios businesses should be preparing for.
- **Regulatory changes:** Updates on evolving import/export requirements, compliance obligations, safety standards, and environmental regulations.
- **Actionable strategies:** Practical approaches to managing risk, protecting margins, strengthening supply chains, and positioning businesses for long-term success.

A Global Panel of Industry Leaders

The 2026 summit brings together returning panelists from the inaugural event along with new voices from across the global marine industry, offering diverse perspectives on the trade, tariff, tax, and regulatory issues shaping business today.

Philip Easthill, Secretary General, European Boating Industry (EBI), represents the interests of Europe's recreational marine sector and will provide insights into how European Union trade and regulatory policies intersect with U.S. tariff measures and evolving global supply chains.

Marie-France MacKinnon, Executive Director, NMMA Canada, will discuss the unique trade relationship between Canada and the United States, including the effects of tariffs and trade policy on cross-border manufacturing, distribution, and consumer markets.

Clay Crabtree, Acting Vice President, Public Policy and Government Relations, NMMA, leads the association's advocacy efforts in Washington and will provide updates on U.S. legislative, regulatory, and trade developments, along with the potential implications of the upcoming election.

Lee Gordon, Chief Communications and Government Affairs Officer, Brunswick Corporation, will share the perspective of a global marine manufacturer, discussing supply chain strategy, business planning, and engagement with policymakers amid an increasingly complex trade environment.

Registration

The 3Ts Summit is a free virtual event open to all marine industry professionals. Register [here](#). Space is limited; early registration is encouraged.

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The 3Ts Summit 2026 is proudly sponsored by **Brunswick Corporation**.

About the Soundings Trade Only Group

The Soundings Trade Only Group is the leading marine business-to-business multi-media brand, delivering the latest business intelligence, trend analysis, and market insights, designed to reflect, inform, and inspire the marine industry. With a monthly print publication, and a robust suite of digital platforms including a daily e-newsletter, web and social media sites, and industry events, the Soundings Trade Only Group provides timely, trusted coverage of marine business trends, products, statistics, and strategic developments. The Soundings Trade Only Group is part of Firecrown Media, a global media platform for affluent enthusiasts and includes both consumer and trade marine titles. For more information, about the Soundings Trade Only Group, please visit www.tradeonlytoday.com, for your free subscription please visit www.tradeonlytoday.com/subscribe.

About Firecrown:

Firecrown isn't just the leading media platform for affluent enthusiasts; it's pioneering the fusion of content and commerce. With more than fifty prestigious publications in the marine, aviation, and hobby markets, Firecrown goes beyond traditional media. Its business encompasses e-commerce, finance, and real estate, all tailored to the communities engaged by its media outlets. Serving more than 24 million U.S. households classified as affluent enthusiasts, these consumers have considerable disposable income and are keen to invest in their passions and adventures. Firecrown is headquartered in Chattanooga, Tennessee.

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