



FOR IMMEDIATE RELEASE

Tomorrow, July 15: Soundings Trade Only to Host 3Ts Summit, Bringing Together Global Industry Leaders to Discuss Trade, Tariffs and Taxes

The virtual event will provide timely insight into one of the most consequential years for global marine trade and what lies ahead.

Chattanooga, TN — July 14, 2026 — As the global marine industry continues to navigate unprecedented shifts in trade policy, tariffs and taxation, the Soundings Trade Only Group will host the 3Ts Summit 2026: Trade, Tariffs and Taxes tomorrow, Wednesday, July 15, bringing together leading voices from North America and Europe for a timely virtual discussion on the issues shaping the industry's future.

Over the past year, marine businesses have faced an evolving landscape marked by new tariffs, changing trade relationships, supply chain pressures and increasing geopolitical uncertainty. With a pivotal U.S. election cycle now underway, additional policy changes are expected that could significantly influence sourcing strategies, pricing, investment decisions, and long-term business planning.

The complimentary 90-minute summit is designed to help marine professionals better understand today's rapidly changing environment while providing practical insights into what may lie ahead.

"This past year has demonstrated just how quickly the global business landscape can change," said Michele Goldsmith, vice president and general manager of Soundings Trade Only. "The decisions being made today will have lasting implications for our industry. Bringing together respected leaders from across North America and Europe provides attendees with a unique opportunity to hear multiple perspectives, better understand the challenges ahead and gain practical guidance they can apply to their businesses."

Event Details

3Ts Summit 2026: Trade, Tariffs and Taxes

Date: Wednesday, July 15, 2026

Time: 9:00 – 10:30 a.m. ET

Format: Complimentary virtual event

Cost: Free with advanced registration. Register [here](#).

Featured Speakers

- **Philip Easthill**, Secretary General, European Boating Industry (EBI)
- **Marie-France MacKinnon**, Executive Director, NMMA Canada
- **Clay Crabtree**, Acting Vice President, Public Policy and Government Relations, NMMA
- **Lee Gordon**, Chief Communications and Government Affairs Officer, Brunswick Corporation

During the summit, panelists will examine the major trade and tariff developments that have shaped the past year, discuss emerging regulatory and compliance issues, explore how the upcoming U.S. election could influence future trade policy, and share strategies businesses can use to navigate continued uncertainty.

For additional information and to register, visit [\[registration link\]](#).

Registration

The 3Ts Summit is a free, virtual event open to all marine industry professionals. Register [here](#)..

Sponsored by

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

About 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.

Media Contact:

Michele J. Goldsmith, Vice President and General Manager, the Soundings Trade Only Group.
Michele.Goldsmith@Firecrown.com, +18473730385