



FOR IMMEDIATE RELEASE

Soundings Trade Only Announces Editorial Leadership Transition

David Gee Named Editor-in-Chief of Soundings Trade Only

September 14, 2026, Chattanooga, TN - Soundings Trade Only is pleased to announce that David Gee has been named editor-in-chief of the Soundings Trade Only media brand, succeeding Gary Reich, who is moving on after five years at the helm to lead editorial coverage for *Soundings*, a Firecrown Media consumer boating brand.

During his tenure, Reich set high editorial standards and brought insight, perspective, and a distinctive voice to *Soundings Trade Only's* coverage of the recreational marine industry. We thank Gary for the stories he told so well, the standards he upheld and the lasting legacy he leaves for those who follow.

A lifelong boater with a broadcast journalist's instinct for a great story, Gee brings an extraordinary breadth of media, communications, content creation, and marine-industry experience to his new role.

Gee spent the first half of his career as a television news anchor, interviewing five U.S. presidents and reporting live from major events across the country, including the Academy Awards. He later led public relations for Terry Bradshaw's NASCAR team, edited an award-winning business magazine, and built *3-Second Selling* into a nationwide keynote platform focused on the power of attention and storytelling.

His passion for boating eventually led him to selling MasterCraft and Supra boats, followed by a move to *Boating Industry* magazine, where he served as content director and editor-in-chief. Most recently, he spent five years producing videos, events, and the *Boating Industry Insider* podcast.

"David's deep understanding of the marine industry, multimedia experience, and genuine passion for boating and journalism make him a natural fit to help lead the continued dynamic, multimedia evolution of the Soundings Trade Only Group," said Craig Fuller, CEO of Firecrown Media, parent company of the Soundings Trade Only Group.

Gee will lead editorial strategy and content across Soundings Trade Only's growing portfolio of print, digital, video, events and other media platforms, continuing the brand's commitment to providing information,

insights and stories in a variety of easily consumable formats to help marine industry professionals grow their businesses.

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.

Media Contact:

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