



MARINE RETAILERS ASSOCIATION OF THE AMERICAS

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MRAA and Lightspeed to Host Webinar on Practical Applications of AI for Marine Dealerships

Educational Session Will Help Marine Retailers Assess AI Readiness and Identify Opportunities to Improve Dealership Performance

MINNEAPOLIS — The Marine Retailers Association of the Americas (MRAA) and strategic partner **Lightspeed** will present a free industry webinar, “AI & The New Fundamentals: How to Advance Your Skills for Better Results,” at 12 p.m. ET on Wednesday, Nov. 4. The webinar is designed to help marine retailers better understand and apply artificial intelligence across dealership operations.

Subject Matter Expertise & Real-World Guidance

The free educational session will feature **Taylor Allis**, Chief Product Officer at Lightspeed, alongside the MRAA Education Team. Allis leads product strategy at Lightspeed, where he focuses on simplifying dealership operations and applying AI to remove friction across customer and employee experiences. He brings experience leading product innovation and technology strategy across multiple software organizations.

Hosting the session and providing their own insights and coaching concerning dealers’ AI enablement will be MRAA’s own **Liz Walz**, Director of Learning Vision and Impact, and **Bernie DeGraw**, Senior Education Developer.

“Education is most valuable when dealers can connect industry concepts to practical business applications,” said **Ridgeway Addison**, MRAA Senior Director of Dealer Development. “This session gives marine retailers an opportunity to engage directly with Lightspeed, Taylor, and our MRAA Education team, ask questions and access resources they can evaluate and implement within their own operations.”

Webinar Objectives & Takeaways

As AI becomes increasingly integrated into everyday business functions, marine retailers are evaluating how the technology can support operational efficiency and customer service. That’s why the webinar will explore practical ways dealers can use AI to enhance sales productivity, improve service department efficiency, strengthen operations and support leadership decision-making.

Attendees will learn to:

- Assess where you and your dealership are in your AI journey
- Identify actionable next steps to advance your skills and improve your results
- Understand how other dealerships are using AI to make smarter, faster decisions and do more with less in sales, service and operations
- Gain access to practical, hands-on prompts, guidelines and processes

The New Fundamentals

The webinar aligns with MRAA's ongoing educational emphasis on "The New Fundamentals" of marine retail, including artificial intelligence, operational efficiency and business performance. Those topics will also be featured throughout the educational program at [Dealer Week 2026](#) in Tampa, Fla., where Lightspeed will participate as an exhibitor and industry resource for attendees. The webinar provides dealers with an opportunity to begin that conversation in advance of the event.

[Register for the webinar.](#)

About Lightspeed

Lightspeed is a leading provider of cloud-based software for dealerships and Original Equipment Manufacturers (OEMs), serving the Powersports, Marine, RV, Trailer and Golf Car industries. Uniquely designed by dealers — for dealers — Lightspeed streamlines operations through ease of use and provides critical information to better serve customers.

Lightspeed's Dealer Management Solution (DMS) enables dealerships to optimize their end-to-end business operations, including sales, parts, service, rental, accounting and CRM. From large, multi-store dealer groups to small, independent dealerships — and everyone in between — Lightspeed offers scalable solutions to fit every business.

For over 40 years, Lightspeed has empowered 4,500+ dealers across North America with the tools and technology they need to grow their business and increase profitability by selling more units, service and parts — all while creating a more streamlined customer experience. For more information, visit www.lightspeeddms.com.

About the Marine Retailers Association of the Americas (MRAA)

The Marine Retailers Association of the Americas is the trusted catalyst for success in the marine retail industry. Dedicated to fueling dealer growth and strengthening the boating experience, MRAA delivers industry-leading insights, expert guidance and proven solutions that assist marine retailers in navigating challenges and seizing opportunities. Through education, advocacy and innovative resources, MRAA empowers dealers to thrive, and help drive a stronger more sustainable marine industry. Learn more at MRAA.com.