

Stabcraft Dealer Release
(For immediate release)
July 16, 2009



Top man stands down

Ian Morrison has resigned from the Stabcraft Marine Board after a decade of service.

The resignation marks an amicable end to a marine business partnership that began in 1997 when Stabcraft Marine was among the first company to adopt New Zealand's voluntary CPC build standard.

"We met in 1997, and formed the board in 1999, when we had our first dealer conference and launched the XR sport model," Mr Morrison said.

Mr Morrison went on to become chairman of the board.

"We were an extremely effective board John Walley, myself and Paul Adams ... I enjoyed working with them and I am really proud of what we've achieved, and building the brands and pushing for bigger boats.

"We have done something that no other New Zealand trailer boat manufacturer has done – in creating a dealer network in Australia.

"Stabcraft used to have a three tier distribution system – boats going from manufacturer to distributor to dealer – and the relationship between dealers and manufacturer was, at best, brittle, each regarding the other as necessary evils.

"Now dealers are involved in new boat designs."

Stabcraft Marine managing director Paul Adams said Ian's presence would be missed, both around the board table and also at dealer conference.

"Ten- years seems relatively short in business years. Boy we've certainly covered many achievements over this period. We thank Ian for his proactive support during this strong period of growth," Mr Adams said.

Mr Morrison's focus now is his Auckland-based management consultancy business I.S. Morrison and Associates.

Ends

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