



**FOR IMMEDIATE RELEASE**

**Contact:** Mark Jerkins  
Tinsley Creative  
863.583.0081  
mark@tinsleycreative.com

### **Scout Founder/CEO Steve Potts Inducted into NMMA Hall of Fame**

**Summerville, SC – Steve Potts**, founder/CEO of the leading independent marine manufacturer, Scout Boats, was **inducted into the National Marine Manufacturers Association (NMMA) Hall of Fame** on October 1, 2024, during the sold-out industry breakfast that kicked off the annual International Boatbuilders Exhibition & Conference (IBEX) in Tampa, Florida. Nearly 1000 people were in attendance for the event.

The NMMA Hall of Fame was established in 1988 and recognizes individuals who have made, or continue to generate, substantial and lasting contributions toward the advancement of the marine industry. It honors individuals whose names and deeds are synonymous with the pursuit of quality, innovation, and perfection within their respective spheres of expertise.

"Being inducted into the NMMA Hall of Fame is a humbling, significant honor," said Potts. "With 50 years of boatbuilding and counting, along with this being the 35<sup>th</sup> anniversary of Scout, I'm truly thankful for being recognized by the marine industry with this momentous achievement."

"The NMMA Hall of Fame is the highest and most prestigious honor bestowed by the association, and Steve is certainly more than deserving of this award," said Scout President Dave Wallace. "Steve is a self-made entrepreneur who grew Scout Boats from humble beginnings to an industry-leading manufacturer of recreational powerboats. His personal story is inspiring, and he's worked to unite the industry recruiting other boat manufacturers to get involved. Steve is a valued visionary and leader that can always be counted on to advocate for the industry."

"Through Steve's leadership, vision and passion, Scout Boats has become one the industry's outstanding boat manufacturers," said Frank Hugelmeyer, NMMA president. "Steve's commitment to the recreational boating industry is evident throughout his 30-year career and service on the NMMA Boat Manufacturers Division Board, where he's been a leading advocate on the industry's behalf."

#### *About 2024 NMMA Hall of Fame Inductee, Steve Potts:*

Steve Potts has had a passion for boatbuilding his entire life. During his high school years, he built a 14-foot boat called a Scout for a Charleston, S.C.,-based dealer, The Outboard Shop. It sold well and earned a reputation locally for being tough and durable.

In 1971, Potts began work for American Fiberglass, where he quickly became manager of the finishing department, and was eventually promoted to plant manager. In 1980, Potts returned to South Carolina to serve as plant manager for American Sail, a position he held for nine years. At night, Potts repaired fiberglass bathtubs on residential construction sites to save money to start his own boat line.

After negotiating with The Outboard Shop to secure the rights to the Scout name, and with \$50,000 saved up, Potts rented a small brick barn in Summerville, S.C., where he began constructing his newly redesigned 14- and 15-foot Scout boats. In 1989, Hurricane Hugo tested the strength of Scout Boats and while operations were leveled by the storm, the boat manufacturing company was able to rebuild.

Potts used the last of his funds to purchase booth space at the Atlanta Boat Show in 1990, where he displayed three Scout models. His designs won Scout a list of 31 prospective dealers across the east coast.

--more--

The Scout Boats brand continued to move from a locally known boat model to a sought-after brand around the world. Potts' leadership and foresight enabled Scout Boats to weather the economic downturn in the late 2000's, debuting 19 new models over a three-year span. His leadership remains hands-on, and he can often be found working on the shop floor, heading up the R&D department.

Scout has introduced numerous industry firsts, including multiple fuel-saving hull designs, the reverse shoebox hull-deck design, a patented T-top/glass enclosure, an advanced engine mounting system called the Scout Strata-Mount, a patented articulating rocket launcher, patented bow camera, patented aft seat/convertible entertainment station, as well as many others.

Potts serves on many marine industry committees and boards and is committed to giving back to his community through donations and outreach. He resides in Daniel Island, S.C. with his wife, Dianne. They have three adult children—Stevie, Sherrie, and Stephanie—who each hold vital positions at Scout. Adding to the legacy are seven grandchildren, with the entire family immersed in the boating lifestyle in Charleston.

*About Scout:*

Scout builds luxury sportfishing center console, dual console and inshore/bay boat models ranging from 17' to 67'. Since its founding 35 years ago, the company's goal has been to manufacture the best-built boats in its distinctive sportfishing niches. Each Scout hull is a true original, as the in-house research and design team works closely with engineering to take concepts from blueprint to production more efficiently, growing the company's world-class reputation for quality, strength, durability and value.

For more information on Scout, visit **[www.scoutboats.com](http://www.scoutboats.com)**; or contact Mark Jerkins at Tinsley Creative, email: [mark@tinsleycreative.com](mailto:mark@tinsleycreative.com); phone: 863.583.0081.

###