

Thursday, October 19

8:30 Welcome by George Harris & Washington Public Ports Association

9:00 **10 Digital Tools to Help You Manage Your Marketing, Employees, and Business Without Drowning in the Process!**

The list of web-based tools available to help you run your site is ever-expanding—all of them promising to make your life easier. Some promise to boost efficiency and productivity. Others promise to save you time. And then there are all those tools promising to improve your digital and online marketing potential. We will cover all of this and more with special emphasis and attention on marine-related gadgets and “life hacks”. *Julie Perry, www.workonayacht.com*

10:00 Break

10:15 **The National Electrical Code, ground fault protection, corrosion and safety in your marina: Oh my!** This presentation will cover it all when it comes to electricity, stray current (who’s at fault?), and what you can do to protect yourself from claims of “hot marinas”. Plus, special emphasis will be spent on where marinas stand with the National Electrical Code and what’s in store moving forward. *Jack Wilken, Seattle Boat Works*

10:15 **It's Automatic, Programmatic, Mathematic... Why, it's Marketing Lightning!** Digital-marketing executive Julie Perry promises actionable takeaways for marketers of ALL levels -- beginner, intermediate, and advanced. Julie will give attendees the lowdown on three of the hottest digital-marketing trends today, while also addressing various stages of the sales and marketing funnel. *Julie Perry*

11:15 **Derelict Vessel update: Death, taxes and derelict vessels:** All the certainties in life. Hear from DNR on the current program. Plus, Amalia Walton, attorney from the law firm Miller Nash Graham & Dunn will address routes to reduce liability and pro-active measures that solve this issue versus creating more headaches. *Amalia Walton, Miller Nash, Graham & Dunn and a representative from Department of Natural Resources*

11:15 **Canadian Track: It’s all about that poo!** More and more customers are looking for ways to handle black-water responsibility. Increase your ability to market green solutions and message appropriately from experts who works on this field every day. *Chelsea Moore, MarineSync (awaiting confirmation), Dwight Knechtel (www.pumpmeout.com) (awaiting confirmation)*

12:00 Break for lunch

12:15 Dale Carnegie training (lunch keynote sponsored by Seaview Boatyard): Communicate with Diplomacy and Tact

This module gives participants the opportunity to practice dealing with trying situations in a confident and diplomatic way. They will learn to speak honestly and tactfully, give and receive constructive feedback, and use mediation skills to help others find common ground when holding opposing viewpoints.

We have all been awed by someone who always seems to know what to say and how to say it in any situation. These people know how to communicate with diplomacy, tact and confidence.

The ability to communicate with diplomacy and tact improves your leadership skills by helping you manage change, negotiate and compromise, resolve conflicts, gain consensus and collaboration, and create a cohesive team.

2:15 Break

2:30 Fresh data on boating

The Recreation and Conservation Office will have updated their every-five-year report in time for our event. Hear what's trending (and not) when it comes to boating and other outdoor activities.

2:30 Canadian Track: Derelict Vessels: Abandoned boats plague marinas whether in the United States or Canada. Hear from certified marina pros in the U.S. as well as the regulators that administer the program at Washington's Department of Natural Resources on what works. Plus, expect to learn about funding mechanisms that help spread the cost around in an equitable way.

3:15 Making good marinas great: This session covers the "best practices" across the Pacific Northwest. Bring a pen and paper to jot down all the "must do's" to keep your customers returning year after year. This session will answer: What are marinas doing across around region to increase the value for their customers? *Mark Bunzel, Fine Edge Nautical Publishing*

4:00 Fire! There's a crisis, now what? Here from a spectrum of experts on how to handle a fire in your marina. From nuts and bolts to reducing legal liability, we will cover all the bases in this session.

5:00 Happy Hour reception

Friday, October 20

8:00 Recap from Thursday

8:15 Larry Halgren's Safety and Maintenance in Your Marina: Keeping your customers and staff safe and lowering your deferred maintenance costs over time. Nationally renowned marina consultant Larry Halgren will provide simple answers to complex questions that we all struggle with. *Larry Halgren*

9:30 Working with Department of Natural Resources and finding the common ground that exists: DNR manages over 2.2 million acres of tidelands. What is your relationship like with DNR and what would you like to see from NMTA now that they are meeting with them quarterly? *David Roberts, Kulshan Services*

9:30 Canadian Track: What fun activities are occurring in Canadian marinas to increase occupancy? This popcorn-style session will depend on audience participation. Best practices from the Canadian marinas will be shared with special consideration around marketing to millennial boaters. Simply put: What are the amenities that are attracting boaters and giving them the reasons to return year after year?

10:15 Clean Marina session: Environmental Technology: Solutions for boat washing, oil spills filtering debris out of the marina, etc... What should we be looking at for the future? What gadgets and professional practices are ensuring that our water is clean for future generations?

11:00 Legislative preview for the 2018 legislature: NMTA's Government Affairs Director will lay out what's on tap for the 2018 legislative session that convenes in early November. Plus, hear about the latest federal policies including the No Discharge Zone, ethanol, and the National Electrical Code. *Peter Schrappen, NMTA*

11:00 Canadian Track: Legislative preview for the 2018 legislature

Field trip on Wednesday, October 18:

3:00 – 5:00

Walking tour of Blaine Harbor: So much has happened in this area since the conference was last held here about ten years ago, including the improvements to Blaine Harbor. Get the inside scoop from the project lead Shannon Kinsella of Reid Middleton and the team at the Port of Bellingham and Blaine Harbor on all of these improvements and much more!

Link to register for the conference:

<https://www.seattleboatshow.com/secure/NWMarinaConferenceRegistration.cfm>

Courses and speakers are subject to change.