

2016 Northwest Marina & Boatyard Conference

Presented by



October 27-28, 2016
Kitsap Conference Center

2013 Chris Davies

Thursday, October 27

- 8:30** **Welcome by George Harris of Northwest Marine Trade Association, Washington Public Ports Association speaker, and Port of Bremerton CEO**
- 8:45** **Business Excellence: How to instill a culture of excellence within your organization** (Richard Andersen, CEO of Seafair)
- 9:45** **Boating economics: Trends, fads and updates**

NMTA and Paul Sorensen have one-hundred percent updated the marina study from last year. Expect to hear about what marinas are charging, size of their slips, occupancy rates, trends, and much more. NMTA has contacted all the marinas in Washington state – attend this one to hear what they had to say.

11:00

Breakout:

Putting your best foot forward at a boat show: How to succeed when others don't

Are there little things on the edge that you could be doing at boat shows that would better position yourself with your clientele? How are you engaging attendees? What about follow-up? If you want to raise your game at the Seattle Boat Show, this seminar is for you.

Estate planning 101: Do you run a business and think you have your financial house in order?

You may need to think again (or better yet confirm your plan) with an estate planning expert. Matthew Tilghman-Havens of U.S. Bank will be on hand to answer questions and point you in the right direction. Pre-register for this session by contacting Peter Schrappen (peter@nmta.net) so you have the homework assignments completed before the conference.

Security in your marina: What can you do to feel more secure?

A new topic for this year's conference that tackles one of the fundamental building blocks for a successful marina, this topic will uncover what you can be doing to foster a sense of security within your marina and boatyard. What is working at your facility to keep the hooligans out and your clientele happy?

Noon

Lunch Panel:

Hear from the editors of *Sea Magazine*, *PassageMaker*, and *Northwest Yachting Magazine* on what stories they are reporting. Interested in pitching them a story? Now's your chance! Also, they will share their secrets on how you can go about crafting a compelling narrative for your marina.

1:15

Breakout:

Man Overboard! 10 essentials for Boating Safety

What you should have, what your boaters should have in place as a precaution. Derek VanDyke, our state's boating educator, will share the essentials that every NMTA member should know when the worst-case scenario occurs.

Health Association plans: What it means for you and your business

NMTA recently launched their health association plan and the results are staggering for member businesses. One business is now saving over \$100,000/year with NMTA's plan. Get your questions answered and let the experts help you wade through the morass that's out there.

2:00

Cliff and Peter's excellent adventure in Olympia: The session starts in early January.

Come hear how recreational boating and business interests are tackling the long 105-day session and how you can help them.

Boatyards: The new Boatyard Permit and how you figure into it

Every five years, Department of Ecology issues a new permit for the 69 boatyards in the state of Washington. What that means is that there are new guidelines to follow and who better to help the ports and boatyards than Brad Doll of Tupper Mack Wells. If you run (or use) a Boatyard, do not miss this seminar.

Clean Marina Topic: The launch of the new resource manual!

Hot off the presses, be the first to know how to go about protecting your marina from spills and slip-ups.

2:45

Advertising using Facebook

You are on it, you love it, you love to hate it. Regardless, Facebook is here to stay. Sign up with Peter (peter@nmta.net) and he will provide you with homework and to-dos to get you prepped for this big presentation by John Schuster of E-Marketer Commerce. Mr. Schuster stole the show at the Northwest Yacht Brokers Association annual meeting. Discover

his secrets and your untapped potential.

Non-Copper Paint: The Phase-out around the corner

The first year of the copper-bottom phase-out is upon us (2018). Paint experts will be on hand to answer your questions and provide insights into what's available on the shelf and what's in the pipeline.

3:30 Digital Advertising 201

NMTA discovered New Audience Media just in time for 2016 Seattle Boat Show. The results were staggering. Ever wonder how Amazon follows you around the internet with products that interest you? Solve this mystery and insert yourself into that starring role with your customers after this session.

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4:15 Legal Eagle Jeopardy with Pegeen Mulhern and Bill DeVoe

These two stalwarts will serve as Alex Trebeck as they pepper you with questions that you confront daily. Special emphasis will be placed on marina emergency preparedness.

Unfortunately, post-incident responses are extremely varied and it seems some marinas lack planning for fires and other catastrophes. Set your course for clarity in a fun environment with this interactive presentation.

5:00 Happy hour at South Pacific Sports Bar, sponsored by Fisheries Supply – Join us across the street for some revelry. Plus, don't miss the pool and ping pong tournament. Interested in playing? Sign up with Peter Schrappen (peter@nmta.net)

Friday, October 28

9:00 **Better understanding the role of the Coast Guard and recreational boating – how can we make each others' lives easier?** (Captain of the Port, invited)

When was the last time you had the chance to share your thoughts with the captain of the port? Bring your questions, comments and suggestions, and hear from Captain Joe Raymond. Plus, he will share what goes into his day as well as the Coast Guard's Sector Puget Sound.

9:45 **Marine Floats presentation: Festival of Sail in Tacoma**

14 of the world's most famous tall ships will sail into Tacoma next year. Hear from the event organizer about what's in store for boating enthusiasts. Don't miss this one. If you thought the U.S. Open was a big deal for Tacoma, you 'aint seen nothing yet.

10:30 **Deep Dive: Eleven boating spots you did not know about**

Have you heard of the Recreation and Conservation Office? They give out grant dollars (free money!) to boating communities in our state. Find out the hidden gems to send your customers to. Plus, think about applying for their grants or NMTA's Grow Boating Program. Staff will be on hand to listen to pitches and provide initial feedback on your boating dream.

Deep Dive: Understanding the weather

Ever wonder what goes into understanding weather patterns? Want to sound "smarter" about upcoming storms and disruption? Weather-fiend Bruce Hedrick will walk you through all sorts of weather patterns. Leave your Farmer's Almanac at home after you attend this presentation on something that impacts all of us.

Book Club: [Presence: Bringing your Boldest Self to your Biggest Challenges](#) by Amy Cuddy

Sign up with Peter and receive your free book. There's a reason that Ms. Cuddy is one of the most sought-after speakers on body language and confidence. Just watch her Ted Talk and see why this one is the second most-watched presentation ever on this website: [Link](#)

11:00 am Latest and greatest in boating numbers, trends, zany stats and more.

It's a "best of" presentation with some original wit from Peter Schrappen. Facts, trendlines, upcoming hot spots. It's all covered and more. Plus, don't miss the capstone of the entire conference.

Noon: Grab a box lunch and we will see you next year.

Special thanks to all of our sponsors:

