



amplify your advantage

November 17-20, 2013

am•pli•fy

1. To make larger or more powerful; increase

Orange County Convention Center, Orlando, FL

West Hall E

NEW FOR 2013: Pre-Conference Workshops

Presented by: **Boating Industry**



WELCOME

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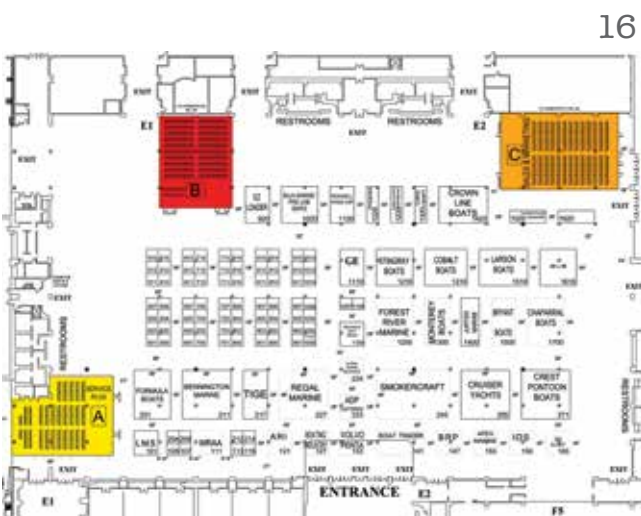
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BoatingIndustry

WELCOME

WELCOME TO THE 2013 MARINE DEALER CONFERENCE & EXPO, your No. 1 source for the latest dealer-specific trends, best practices, expert advice and business connections that help you strengthen your business.

You've selected what is undoubtedly the best year ever at the MDCE! Not only are there more of your dealer colleagues here than ever before, but you've also attended in a year in which we've invested an unprecedented amount in our speaker line-up and educational offerings. In fact, after you rated last year's MDCE speakers with the highest scores in the history of the event, our investment in the 2013 MDCE agenda ensures you'll get even more of what you expect from this event.

Inside this powerful educational agenda, you'll find nearly 30 sessions to help you amplify your advantage in 2014. This year's line-up once again features three tracks of topics that will help you focus on what is most important to you inside your dealership. And new for 2013, you'll have the opportunity to take a deep dive into important topics with the can't-miss pre-conference workshops. These are longer, more detailed sessions that we've created based on dealer requests.

With more than 90 exhibitors on hand, you won't want to miss the 2013 Expo Hall either. From boat builders to service providers to aftermarket manufacturers and more, it's a chance to find new products, connect with partners – new and old – and gather information you can't find at any other event. Finally, a full offering of breaks, receptions and meals means that you'll have plenty of time for networking and connecting with others who are faced with the same challenges and opportunities as you are.

We've packed the 2013 MDCE full of opportunities that will help you not only create, but also amplify your advantage in the year ahead. This is set to be the best MDCE ever, and we're honored to be able to share that with you.

And of course, none of this growth, investment and opportunity would be possible if it were not for our supplier partners who are here to support you, and particularly our illustrious "Powered by" sponsors. Please take a few moments to show your appreciation to this group that is so dedicated to helping you grow and strengthen your business: ADP Lightspeed, ARI, Boat Trader, GE Capital Commercial Distribution Finance, Global Marine Insurance Agency, Manheim Specialty Auctions, Neptune Water-Craft, Regal Marine, Starcraft Marine & the Smoker Craft Family of Products and Volvo Penta.

On behalf of these sponsors and exhibitors and the teams at *Boating Industry* and the Marine Retailers Association of the Americas, we welcome you to the 2013 Marine Dealer Conference & Expo and thank you for investing your time to join us.



JONATHAN SWEET
EDITOR-IN-CHIEF
BOATING INDUSTRY
MAGAZINE



MATT GRUHN
PRESIDENT
MARINE RETAILERS
ASSOCIATION OF THE AMERICAS

BoatingIndustry

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EVENT & EDUCATION PROGRAM MANAGEMENT



MARKET

Boating Industry provides a comprehensive range of event services including production, site selection, educational programming and more.



ENGAGE YOUR AUDIENCE

Must-have digital offerings — exclusive online content, timely e-news & tips, interactive learning webinars and digital editions — are your tools for success.



NETWORK

At the industry's largest independent educational event for dealers. Marine Dealer conference & Expo is produced by *Boating Industry* and the MRAA.



ALIGN YOUR COMPANY

With market leaders and Top 100 Dealers. No other dealer awards program recognizes leading dealers like *Boating Industry's* top 100 dealers program.

SOCIAL MEDIA MANAGEMENT



SOCIALIZE

Engaging social audiences is our business. Let us help you with yours.

Link up with *Boating Industry's* social media experts and start your social swagger.

SCHEDULE



SUNDAY, NOV. 17TH

- 8 a.m.** Exhibitor Set Up in Expo Hall
- 10 a.m.** Registration Opens
- 6 p.m.** **2013 MDCE Kickoff Cocktail Reception at Rosen Plaza Hotel Pool**
Sponsored by Boat Trader (*Reception closes at 8 p.m.*)

MONDAY, NOV. 18TH

- 7 a.m.** Registration Opens
- 8 a.m.** **Manufacturer's Representative Training in Room W230A**
Manufacturer's Reps Only (Half-Day Seminar) / Sponsored by GE Capital Commercial Distribution Finance
- 8:45 a.m.** **MDCE Pre-Conference Workshops in Rooms W231 & W232**
- Noon** Expo Hall Opens
- 4 p.m.** **MRAA Annual Meeting and Special Presentation: With Change (Sometimes) Comes Opportunity in Room W330**
- 5 p.m.** **MDCE Introductory Comments and Keynote Presentation in Room W330: Amp up your advantage, by Jeffrey Gitomer / Sponsored by Starcraft Marine & The Smoker Craft Family of Products**
- 7 p.m.** **Networking Reception in Expo Hall / Sponsored by Manheim Specialty Auctions (Reception closes at 9 p.m.)**

All full-conference registrants of the MDCE, including sponsors and exhibitors, are encouraged to attend the educational tracks, with the exception of the Pre-Conference Workshops, which require a separate registration. Your options with the main conference tracks and sessions are unlimited. You can follow one track all the way through or you can bounce between tracks as you wish. Educational session PowerPoints are available to all MDCE attendees at http://www.mraa.com/MDCE_Downloads. Register for the Pre-Conference Workshops on Sunday afternoon or Monday morning at the MDCE Registration Counter.



TUESDAY, NOV. 19TH

7 a.m.	Registration Opens		
7:30 a.m.	Expo Hall Opens / Coffee Served in Expo Hall / Sponsored by Neptune WaterCraft		
	SERVICE PLUS SESSION ROOM A	POWERING PROFITS SESSION ROOM B	SALES & MARKETING SESSION ROOM C
8 a.m. Track Session	Best Ideas Panel Discussion	Turning management inside out	Build your business by building your brand
9:15 a.m.	Continental Breakfast in Expo Hall / Sponsored by ADP Lightspeed		
10:15 a.m. Track Session	Culture: The secret path to higher service profits	Become the leader your dealership needs now	Rethinking social media for 2014
Noon	Lunch in Room W330 / Sponsored by Volvo Penta		
2 p.m. Track Session	Mastering yacht brokerage	It's not about the boat	Lead your sales team to a record year
3:15 p.m.	Break in Expo Hall / Sponsored by Official Sponsors		
4:15 p.m. Track Session	The profitable, proactive parts department	5 ways to improve your budget and your bottom line	Three BIG marketing mistakes (and how to fix them)
5:30 p.m.	Networking Reception in Expo Hall / Sponsored by ARI (Reception closes at 7:30 p.m.)		
7:45 p.m.	MRAA Young Professionals Leadership Development in Session Room C		

WEDNESDAY, NOV. 20TH

7 a.m.	Expo Hall Opens / Coffee Served in Expo Hall / Sponsored by Neptune WaterCraft		
	SERVICE PLUS SESSION ROOM A	POWERING PROFITS SESSION ROOM B	SALES & MARKETING SESSION ROOM C
8 a.m. Track Session	The new finance landscape	Creating customers for life	The true math of discounting & upselling
9:15 a.m.	Continental Breakfast in Expo Hall / Sponsored by Global Marine Insurance Agency		
10:15 a.m. Track Session	Put your service department to the test	Pay plans that deliver real results	The new faces of boating
11:30 a.m.	Lunch & Industry Awards Program in Room W330 / Sponsored by Regal Boats		
2 p.m.	INDUSTRY LEADERS PANEL: INDUSTRY OUTLOOK - 2014 AND BEYOND IN ROOM W330		
3 p.m.	Expo Hall Closes		
4 p.m.	Educational Tracks Conclude		
6 p.m.	Top 100 Dealers Networking Reception*		
7 p.m.	Top 100 Dealers Dinner & Gala Celebration*		
10 p.m.	Top 100 Dealers Networking Celebration*		



**Please note: The Top 100 Dealers Program is an invitation-only event, open only to the Top 100 Dealers Leadership Alliance members, the After Top 100 Networking sponsors and dealers who have purchased tickets in advance. RSVP required. Non-Top 100 Dealers interested in attending can purchase tickets by stopping at MDCE Registration Desk.*

ALL NEW FOR 2013: MDCE PRE-CONFERENCE WORKSHOPS

For years, MDCE's dealer attendees have been asking us for opportunities to dig deep into the topics that have the greatest impact on their dealership, from sales, marketing and customer service to strategic planning and the service department.

With our **ALL NEW** Pre-Conference Workshops, we are delivering that and much, much more. The seven in-depth sessions available for 2013 are the crowning achievement of this year's MDCE educational agenda. They are designed to provide dealers with:

- Access to some of the best speakers and educators.
- The opportunity to build new processes, plans and outcomes for your business.
- A workshop setting where your team can buckle down and get some real work done – under the guidance of an expert advisor.
- Incredibly affordable pricing:
\$175 for a 3-hour session or
\$129 for a 1.5-hour session.

MRAA Retail Members qualify for discounted pricing of \$135 (3-hour class) and \$99 (1.5-hour class). Stop by the MDCE Registration Desk for more information today. Space is limited.



MONDAY, NOV. 18TH



8:45 a.m. to noon / Room W231B **BEST IN SHOW: HOW TO BOOST YOUR BOAT SHOW SALES**

A boat show is a massive investment, both in money and effort. Make the most of it! In this fast-paced presentation, The Sales Heretic Don Cooper will share with you insider tactics and cutting-edge strategies for selling more boats at your shows. You'll discover the first thing you should say to a visitor; how to separate buyers from tire kickers; how to differentiate your boats and exhibit from everyone else's; a simple tool to give you a huge edge over your competitors; how to beat the price discounters; how to sell your dealership; how to convert show leads into real sales; the keys to closing more deals at the show; and much more.

\$175 non-member/\$135 member



WALK AWAY WITH: A boat show checklist designed to make pre-show planning easy and to ensure your dealership is thoroughly prepared for a successful event.



BONUS: Attendees will also receive a package of five special reports: **27 Ways to Build Trust With Your Prospect; Your Greatest Sales Weapon; Six Assumptions That Are Killing Your Sales; Please Ask Me for a Discount!; and 59 Ways to Agree With Your Customer.**

8:45 a.m. to noon / Room W232B **CREATING CEOs: CUSTOMER EXPERIENCE OWNERS**

Customer satisfaction and loyalty are not enough, whether your business is still climbing out of the recession or at its peak. Increased profitability and long-term growth comes from turning customers into enthusiasts – people who will not only come

back again and again, but will also advocate for you, defend you, sing your praises and actively make you the center of their boating life. In this session from Steve Cohn, you will learn the actions your dealership can take to create customer "love" and enthusiasm; how to make customers feel like part of "the club"; how to turn customers' passion for boating into passion for your store; how to turn your team into a customer enthusiasm machine; and much, much more.

\$175 non-member/\$135 member



WALK AWAY WITH: A workbook with proven processes for developing long-term customer relationships and a one-year free subscription to an e-newsletter offering techniques to increase customer enthusiasm.



8:45 a.m. to noon / Room W232A **ACTION PLAN FOR ACCELERATED GROWTH**

If you want to take your marine dealership to the next level, this strategic planning workshop by leadership guru John Spence will help you get there. Prepare to be guided through an intensive analysis of your business, its strengths and weaknesses, and what you need to do to successfully move the organization forward. Whether you have been so busy working "in" your business that you have had little time to work "on" your business or you're looking for new strategies to improve your results in the year ahead, this dynamic session is for you.

\$175 non-member/\$135 member



WALK AWAY WITH: A 15-page workbook, including a customized action plan you can implement in your dealership to immediately create positive change.

MONDAY, NOV. 18TH



8:45 to 10:15 a.m. / Room W231A **BUILD A SERVICE MENU TO MAXIMIZE PROFITABILITY**

Dealership consultant and industry veteran David Parker will lead you through the creation of a customized service menu for your dealership. This process is designed to help you identify new sources of revenue, increase winter work and cash flow, keep technicians busy year round and make upselling easy for your team.

\$129 non-member/\$99 member



WALK AWAY WITH: A service menu specifically for your dealership designed to drive new levels of success for this department and your company as a whole.

8:45 to 10:15 a.m. / Room W231C **PUT MOBILE APPS TO WORK FOR YOUR DEALERSHIP**

Want to increase your team's productivity and enhance its interaction with prospects and customers? Learn the latest techniques for adoption of mobile technology in your marine business during this workshop by marine technology expert Cam Collins. You will gain awareness of the latest apps being used in the boat business and be guided through an evaluation of what will work best for your company. You will identify whether a custom mobile app or a mobile app that currently exists on the market today will help you connect more seamlessly with customers and prospects or otherwise improve your dealership's results. Finally, you'll learn strategies for marketing customer-facing apps to boaters.

\$129 non-member/\$99 member



WALK AWAY WITH: A marine industry mobile app workbook and reference guide.

10:30 a.m. to noon / Room W231A **CRANK UP YOUR SEARCH ENGINE MARKETING ROI**

The art and science of search engine marketing (SEM) is continually changing. Marine industry educator Bob McCann and SEM Specialist Blane Vik will show you how to create an SEM strategy that puts the odds in your favor, generates more leads and sells more products and services.

\$129 non-member/\$99 member



WALK AWAY WITH: A comprehensive SEM checklist designed to create better results for your dealership online.

10:30 a.m. to noon / Room W231C **A GUIDE TO TURNING FACEBOOK "LIKES" INTO LEADS**

Learn proven techniques for using Facebook to reach a fresh audience, generate high quality leads and boost dealership sales. Marine industry social media expert Josh Chiles will lead you through a step-by-step process to transform the way you use Facebook. You will learn how to take advantage of the latest Facebook changes to create a targeted lead generation campaign. Attend this session and get real answers regarding the setup of Facebook ads and apps, the costs involved and the return on investment you can expect.

\$129 non-member/\$99 member



WALK AWAY WITH: A workbook that outlines the steps for creating a targeted Facebook lead generation campaign that delivers real results.



NEW FOR 2013: Watch MDCE Pre-Conference Workshop videos at www.mraa.com/event/ MDCE to hear from the speakers themselves why you can't afford to miss these powerful sessions.

5 STEPS TO BUILDING A BETTER BUSINESS AT MDCE

1. DETERMINE YOUR PRIORITIES – We all have areas of our work lives and businesses that could benefit from more focus. Take the time to make a list of areas you'd like to work on, then use that list to help you plan for MDCE.

2. SIGN UP FOR WORKSHOPS – The MDCE Pre-Conference Workshops are your opportunity to get a jump-start on a new plan for success in 2014. Whether you're looking to explore new strategic directions or improve your performance in a specific area, we have the session for you. Don't miss this chance to make the most of your time away from the dealership.

3. PREVIEW THE EDUCATIONAL TRACKS – Once you've created a plan for 2014, the educational track sessions are your opportunity to build on it. You can attend one track from beginning to end or mix and match sessions from each track, uncovering new tactics and best practices in the areas where your business will benefit most.

4. SET APPOINTMENTS – Make the most of Expo Hall opportunities by planning ahead. By setting appointments with exhibitors before the event, you can be sure to secure prime time appointments during networking breaks so that you don't have to miss a single educational session.

5. MAKE TIME TO CONNECT AND ENJOY – Don't forget to leave time in your schedule for fun. Connect with old friends and make new ones during networking receptions. Then, take the party across the street to Pointe Orlando, which offers first-class shopping and dining opportunities.

TIP: Wish you could be in two places at once? Consider dividing up your team at MDCE. While you're working on the dealership's strategic plan, members of your sales, service, marketing and F&I staff can be focused on their area of the business.

HIGHLIGHTS



MANUFACTURER'S REP TRAINING

8 AM TO NOON/MONDAY, NOVEMBER 18
Room W230A

CREATE A COMPETITIVE ADVANTAGE FOR YOURSELF AND YOUR DEALERS

Manufacturer's Reps Only

Creating and promoting differentiation as a retailer is hard enough. Trying to do it as manufacturer's rep is harder still. In this session, branding expert David Avrin will show reps how to transcend commodity by doing more than simply selling to their dealers. Manufacturer's reps know that getting their products on the shelf is only half the battle. The other half is helping the dealer move their products off the shelf and out the door. Using a combination of real-world examples, engaging stories and interactive exercises, participants will discover:



- How to set themselves apart from competitors in dealers' minds
- Techniques for establishing themselves as dealers' sales and marketing partner
- New ways of helping dealers market their products and overall business
- Effective strategies to drive up sales to dealers and their customers
- Steps to creating true competitive advantage for themselves and their clients.

KEYNOTE PRESENTATION

5:30 PM/MONDAY, NOVEMBER 18
AMP UP YOUR ADVANTAGE

Room W330

To set your dealership apart from the rest, you need to coach your team to deliver what Jeffrey Gitomer describes as "symphonic harmony." When you and your employees know your individual talents and practice using them to win the sale and deliver a memorable customer experience, your team can perform at its peak. That's what will win you the revenue increases, boost in customer loyalty and advantage in the marketplace that you seek. During this keynote presentation, sales and customer loyalty guru Jeffrey Gitomer will map out the cutting edge strategies your dealership should adopt to attract today's consumers and keep them.



"You can't just be the boss or the manager. You have to be a leader by example and a coach who knows the game. You've got to set the standard." – **Jeffrey Gitomer**

DEALER-TO-DEALER LEARNING

One of the unique aspects of MDCE is the opportunity for dealers to learn from each other – and from their industry partners and suppliers. Check out the event's five panel discussions to get the inside scoop on what works and doesn't in today's marine retail environment, including topics like:

- Best Ideas
- Marketing Mistakes
- Yacht Brokerage
- Diversity Marketing
- Industry Outlook



MRAA SESSION

4 TO 5 PM/MONDAY, NOVEMBER 18
WITH CHANGE (SOMETIMES) COMES OPPORTUNITY
Room W330

Learn when change is critical to your dealership's future success, and when change can lead you astray. Join MRAA President Matt Gruhn and Leadership Guru John Spence for a discussion of the trends taking place in the marketplace and how to position your dealership to excel in 2014.



"One of the best things a great strategic leader does is figure out what to say 'no' to – where we won't play, what markets we can't be in, where there isn't enough margin in." – **John Spence**



EXPO HALL

You won't want to miss the 2013 MDCE Expo Hall. With more than 90 exhibitors from boat builders and service providers to other manufacturers and more, the Expo Hall is the perfect place to look for new products and gather information. Entrance to the Expo Hall is included in your Full Conference Pass.

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SERVICE PLUS



"I felt like I was being refreshed in a lot of business areas you don't think about in your day-to-day operation."

— **Kevin Dick**, Captain's Cove Marine

Sponsored by:



TUESDAY, NOV. 19TH / Session Room A

8 a.m.

BEST IDEAS PANEL

SPONSORED BY BOATTRADER

Want to know the secret strategies dealers have embraced to improve their performance in today's boat business? During this session, finalists of the MDCE Best Ideas Program will share the most effective new practice their dealership has adopted this year, including tips and advice on how to put them to work in your business.

By Jonathan Sweet

10:15 a.m.

CULTURE: THE SECRET PATH TO HIGHER SERVICE PROFITS

Whether you are aware of it or not, every shop has a culture that is either helping or hurting the bottom line. In this session, look at one of the most powerful and often neglected elements of a service team that excels. Understand the influence culture has on your profitability, customer satisfaction, problem solving and job enjoyment; learn easy, tangible ideas to improve it. *By Valerie Ziebron*



WALK AWAY WITH: A list of best practices to boost shop morale and performance, as well as techniques to keep poor performers on track.

2 p.m.

MASTERING YACHT BROKERAGE

Brokerage has become a part of many dealerships' and marinas' business models, yet few maximize the potential of this profit center. Learn how to make the most of your yacht brokerage operation from an experienced panel of brokers. Whether you're trying out brokerage for the first time or fine-tuning an already successful business, you'll pick up tips and ideas on increasing sales, generating customer loyalty and avoiding costly pitfalls.

By Vin Petrella, CPYB

4:15 p.m.

THE PROFITABLE, PROACTIVE PARTS DEPARTMENT

A proactive parts department is key to a dealership's financial health and customer satisfaction. Not only is success in sales and service dependent on the parts crew's ability to get the right parts, at the right time, for the right price, but this department can become a profit center in its own right. In this session, you will gain new insights into how to order the right parts, maintain the right inventory, price properly, limit loss and fix leaks in parts profitability. *By Valerie Ziebron*



WALK AWAY WITH: A list of the biggest parts profit leaks and what to do about them, as well as parts profitability best practices.

WEDNESDAY, NOV. 20TH / Session Room A

8 a.m.

THE NEW FINANCE LANDSCAPE

With the advent of the Consumer Finance Protection Bureau and its increased scrutiny of consumer financing, change is afoot for dealers offering boat loans. New and existing government rules designed to protect consumers can have wide-reaching effects on your dealership. With enforcement efforts on the rise, it's critical to learn how to avoid fines that can range from the tens to the hundreds of thousands.

By Jared Zimlin



WALK AWAY WITH: A checklist dealers can use to ensure they are compliant with those regulations that apply specifically to marine finance.

10:15 a.m.

PUT YOUR SERVICE DEPARTMENT TO THE TEST

With a boat sales recovery under way, it's easy to forget the tough lessons of the recession and develop a more relaxed approach to service department operations. During this session, you will be led through a self-assessment of your service department's performance in areas such as financials, people management, customer satisfaction, organizational structure, and sales and marketing. By identifying areas for improvement, you will map a course to higher profitability. *By Jim McCann*

POWERING PROFITS



“I’ve been going for a long time and I find it’s worth the time... every time.”

– **Travis Hayes**,
Hayes Marine



BoatingIndustry



TUESDAY, NOV. 19TH / Session Room B

8 a.m.

TURNING MANAGEMENT INSIDE OUT

Keep your best employees, increase the performance of the rest and attract new team members who deliver real results with the unique insights shared during this session by leadership guru John Spence. In this presentation, John will share proprietary research on the seven attributes high-performing employees look for in a leader.

By John Spence



WALK AWAY WITH: A personal leadership philosophy to increase your effectiveness as an owner or manager.

10:15 a.m.

BECOME THE LEADER YOUR DEALERSHIP NEEDS NOW

Knowing your role in the business is absolutely critical. As its owner or general manager, how much time should you spend working on the business versus in the business? How should your job evolve as your dealership grows or market conditions change? This in-depth session will help you answer these key questions for your business and determine what you need to be doing now and in the future to ensure your success and that of your dealership. *By David Spader*

2 p.m.

IT'S NOT ABOUT THE BOAT

To truly break away from the pack, you must look beyond our industry to study techniques and ideas that are making the best companies more successful. Steve Cohn will identify the pitfalls of a focus on transactions. He'll also demonstrate that most dealers are no different from their competition (and how to change that); how generational changes will alter your dealership forever; and the steps to creating a customer-centered culture within your store and your team. *By Steve Cohn*



WALK AWAY WITH: A training guide for how to spread a passion for customer enthusiasm throughout your organization.

4:15 p.m.

5 WAYS TO IMPROVE YOUR BUDGET AND YOUR BOTTOM LINE

Make your budget work harder for you and your business by identifying these common mistakes and opportunities for improvement. Learn how to analyze past years' results to refine the next year's budget; how to use sales trend data to create a more accurate monthly forecast; how to generate weekly reports to react faster to changing market conditions and more. *By David Parker*

WEDNESDAY, NOV. 20TH / Session Room B

8 a.m.

CREATING CUSTOMERS FOR LIFE

In this session, top rated salesman and consultant Chip Thomas will share proven strategies developed over more than 32 years of dealership experience to generate unheard of levels of repeat and referral business. The delivery and follow-up systems he has created and will share with you continue to prove effective for him – and the thousands of other salespeople who have adopted them – in today's marketplace. *By Chip Thomas*



WALK AWAY WITH: Templates to help you create a proven follow-up system designed to drive up your dealership's repeat and referral business.

10:15 a.m.

PAY PLANS THAT DELIVER REAL RESULTS

In this session, you will learn how to develop incentive-based pay plans that will improve performance and drive up profitability across your dealership. During this presentation, dealership consultant and 20 Group moderator Sam Dantzler will offer strategies to overcoming common dealership concerns such as seasonality, employee satisfaction and employee retention. *By Sam Dantzler*



WALK AWAY WITH: Sample pay plans across several dealership departments.

SALES & MARKETING



“There are no other boating industry focused educational opportunities like [MDCE]. Unless you are sleeping, you can’t help but to return home with ideas and information you can put to use immediately.”

– **Rob Brown**, Clark Marine

TUESDAY, NOV. 19TH / Session Room C

8 a.m. **BUILD YOUR BUSINESS BY BUILDING YOUR BRAND**

With so many choices confronting your prospective customers, the question is: Why should they choose you? In this eye-opening presentation, business marketing expert David Avrin will reveal what it takes to recognize and promote your true competitive advantage while building a category-leading brand identity. This session will leave you with a new perspective on what it takes to stand out and a number of new ideas and actionable strategies to become top-of-mind with your prospects.

By David Avrin

10:15 a.m. **RETHINKING SOCIAL MEDIA FOR 2014**

Learn proven strategies to gain genuinely engaged and motivated followers on Facebook, Twitter, and your blog, and use them to increase sales. This session will offer insider secrets to successful Facebook marketing; the latest techniques to generate leads and convert them into appointments; where NOT to waste your time; the risks of ignoring your online ratings; and how to develop staff to support your social media strategy.

By Kathi Kruse



WALK AWAY WITH: A social media policy you can adopt to establish guidelines for dealership employees.

2 p.m. **LEAD YOUR SALES TEAM TO A RECORD YEAR**

The best sales managers are those who provide their team with the tools and information to increase their personal success – and the dealership’s success. In this session, award-winning salesman Chip Thomas shares strategies in areas such as time management, productivity and marketing that sales managers can use to boost their team’s performance. *By Chip Thomas*



WALK AWAY WITH: Chip’s Wheel of Success, a daily action plan for salespeople to help them plant seeds for future business.

4:15 p.m. **THREE BIG MARKETING MISTAKES (AND HOW TO FIX THEM)**

When someone gives you something for nothing, many of us assume that’s how much it’s worth: \$0. But if you’ve passed over the free marketing opportunities offered by the Discover Boating Program, the Recreational Boating & Fishing Foundation and your local Clean Marina Program, you’ve made an enormous mistake. During this panel discussion, learn how to use powerful, no-cost tools and strategies that can give you the edge in your marketplace. *By Matt Gruhn*

WEDNESDAY, NOV. 20TH / Session Room C

8 a.m. **THE TRUE MATH OF DISCOUNTING & UPSELLING**

If your employees don’t understand how the discounts they offer and their upselling efforts (or lack thereof) impact the bottom line, they are likely making decisions that hurt your profitability. During this session, powersports 20 Group moderator and dealership consultant Sam Dantzler will demonstrate how dealers can educate their team to maximize each sales opportunity and thereby increase their performance and dealership margins. *By Sam Dantzler*

10:15 a.m. **THE NEW FACES OF BOATING**

With demographics trends suggesting that the United States (and yes, your area, too) is becoming increasingly diverse, you have an opportunity to gain a competitive advantage in your marketplace through diversity marketing. During this panel discussion, leading dealers who have found success selling to Hispanics, African Americans, Asians and other diverse audiences will share the strategies that have delivered results for their business. *By Wanda Kenton Smith*



Here's to Celebrating Success.



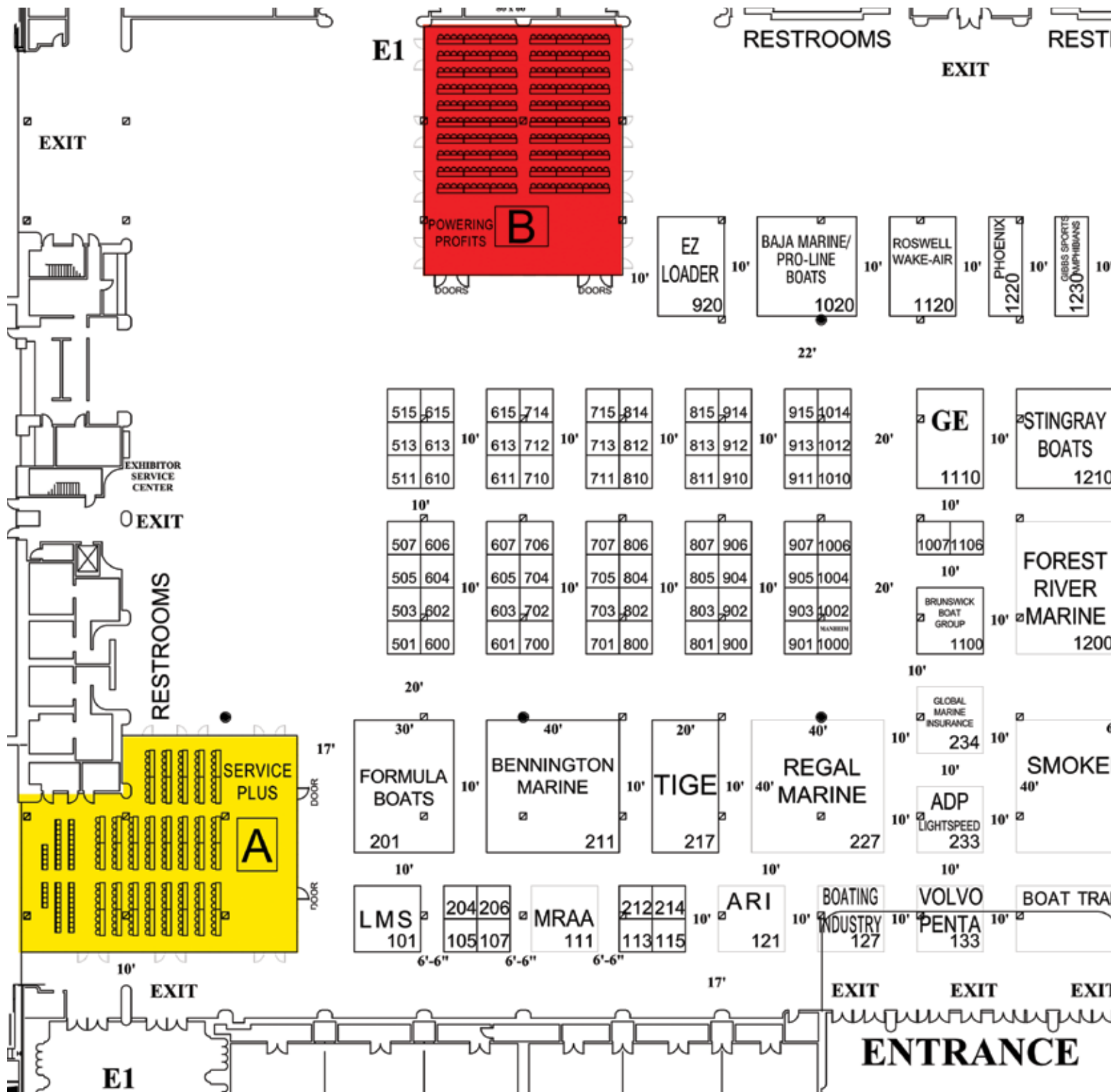
Cobalt Congratulates our Top 100 Dealers.

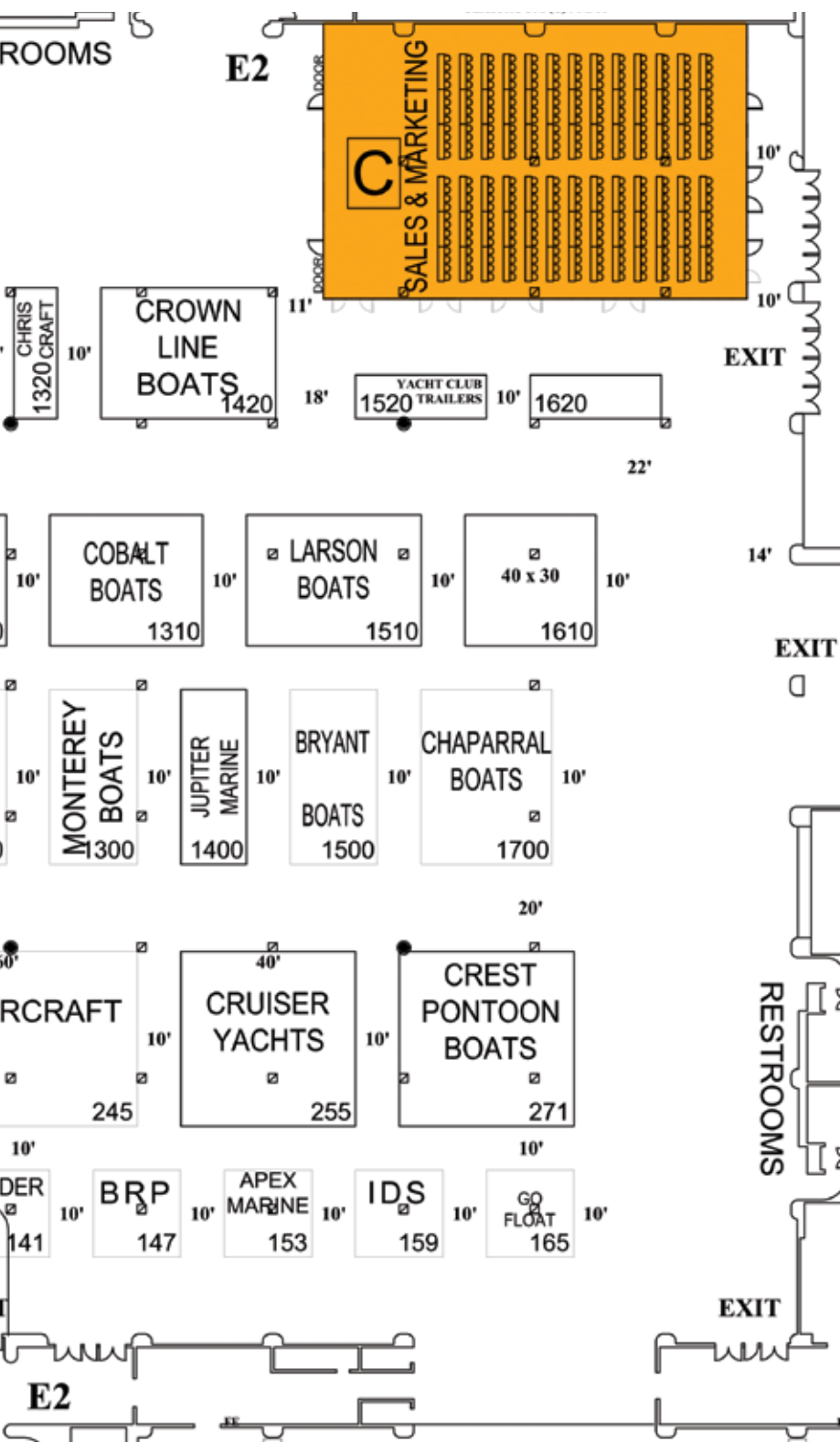
The Cobalt dealers who have won recognition among the Top 100 dealers did so because of the strength of their business operations, their commitment to customer service and their overall professionalism. Developing a reputation of excellence is an every day mission that accumulates one boat at a time, in promises kept hour to hour, in personal accountability for every exchange with every customer.

All of us at Cobalt are honored to be business partners with these splendid business people.

Congratulations. And well done!

EXPO HALL





MARINE DEALER

Conference & Expo

EXPO HALL HOURS

MONDAY, NOV. 18TH

Noon - 9 p.m.

TUESDAY, NOV. 19TH

7:30 a.m. - 7:30 p.m.

WEDNESDAY, NOV. 20TH

7 a.m. - 3 p.m.

EXHIBITORS



ALPHABETICAL

COMPANY NAME	BOOTH #
ADP Lightspeed	233
Airtug Trailer Tugs	812
American Boat & Yacht Council (ABYC)	913
AMTECH	813
Apex Marine/Gillgetter Pontoons	153
Aqua Lily Products, LLC	610
ARI	121
Baja Marine	1020
Belavia Blatt Andron & Crossett PC	214
Belter Insurance Agency, Inc.	905
Bennington	211
BiT Marine Software	805
Boat Trader	141
<i>Boating Industry</i>	127
Bob's Machine Shop	707
BRP US	147
Brunswick Boat Group	1100
Brunswick Dealer Advantage/Mercury Marine	1007/1106
Bryant Boats	1500
Chaparral Boats/Robalo Boats	1510
Chris-Craft	1320
CIPA USA, Inc.	700/702
Cobalt Boats	1310
Crest Pontoon Boats by Crest Marine	271
Crownline Boats	1420
Cruisers Yachts	255
Customer Service Intelligence, Inc.	107
Dr. Shrink, Inc.	600
EverLogic Software & Websites	1012
EZ Loader Boat Trailers	920
Forest River Marine	1200
Formula Boats	263
GE Capital Commercial Distribution Finance	1110
Gibbs Sports Amphibians	1230
Global Marine Insurance Agency	234
Go-Float, LLC	165
HLT Limited	1520
Honda Marine American Honda Motor Co.	907
HullSpeed Coatings	912
iboats.com	914
IDS/Constellation Dealership Software	159
Intellian Technologies	701
Jupiter Marine	1400
Larson Boats	1610
LEHR Incorporated	806
Lighthouse Media Solutions	101

COMPANY NAME	BOOTH #
Manheim Speciality Auctions	1000
Marine Dealer Technologies, Inc.	1002
Marine Industry Dealer Certification	212
Medallion Bank	911
Merrick Bank	615
MITO Corporation	601
Monterey Boats	1300
MRAA	111
My-Villages, Inc.	1004/1006
NADAguides	904/906
National Safe Boating Council	607
NBOA Marine Insurance	915
Neptune WaterCraft	703/705
Norman Spencer	206
Northpoint Commercial Finance	910
Parker Business Planning	900/902
Phoenix Trailers	1220
Pow'rTran	611
Premier Marine	801/803
Priority One Financial Services, Inc.	113
Pro-Line Boats	1020
PTM Edge/Protomet Corp.	815
Regal Marine	227
Rinimax, Inc.	715
Roswell Wake-Air	1120
SeaDek Marine Products	807
Soft Lines, Inc.	712
Solas Science & Engineering	814
<i>Soundings Trade Only</i>	602/604/606
Spader Business Management	115
Starcraft Marine and the Smoker Craft Family of Products	245
Sternmaster Marine Tools	713
Stingray Boats	1210
Sunbrella/Glen Raven	704/706
Sunstream Corporation	811
TCF Inventory Finance	614
TEARepair, Inc.	711
Tigé Boats	217
Trailer Valet	710
Trans Global Logistic Services	804
United States Power Squadrons	1010
Volvo Penta	133
Wet Sounds, Inc.	800/802
Winboats	901/903
Wintron Electronics	714
Yamaha Motor Corporation	1014

NUMERICAL

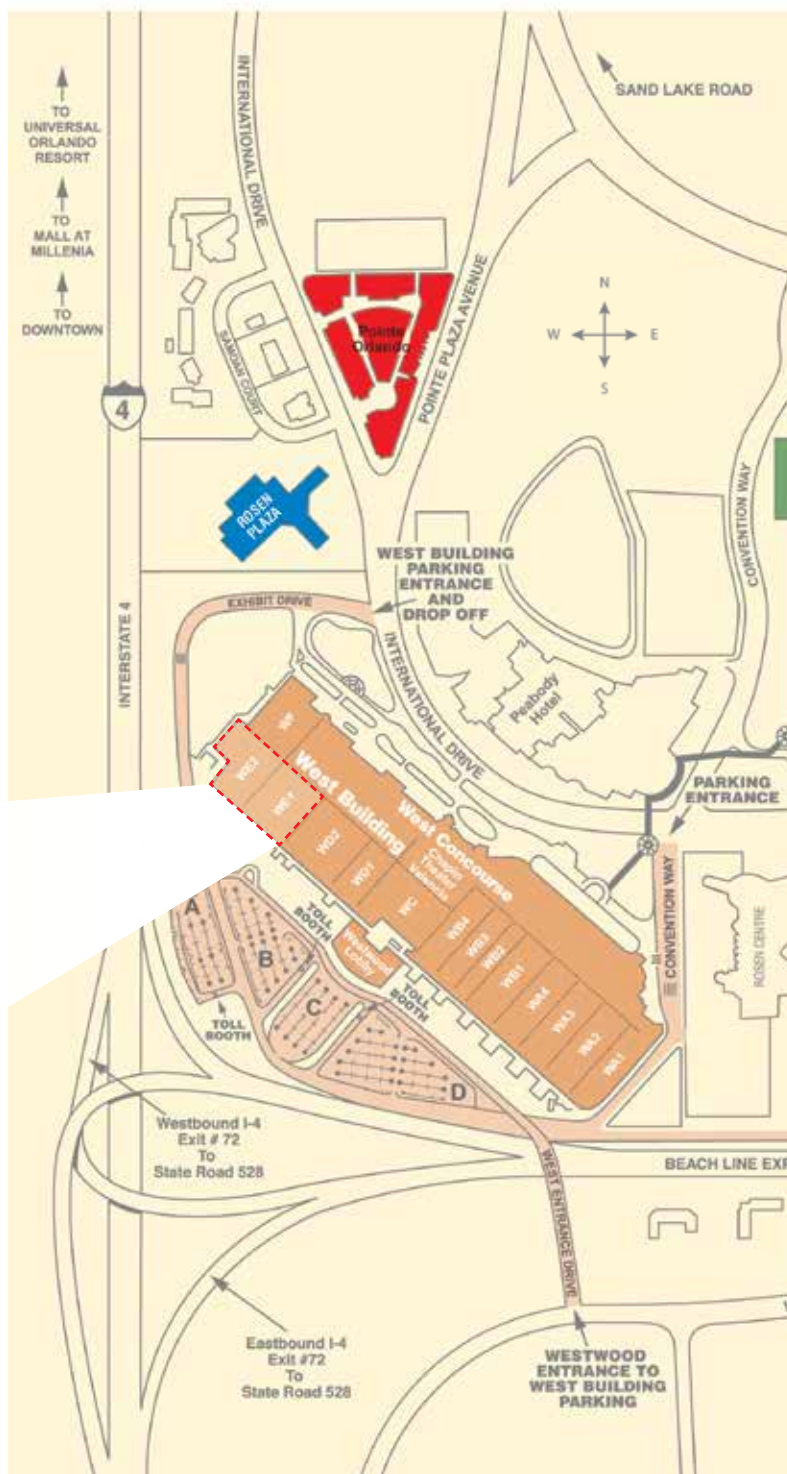
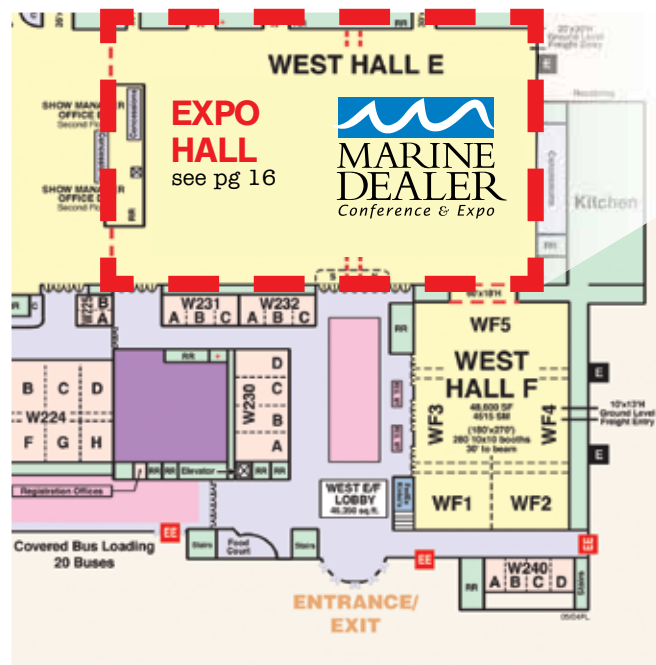
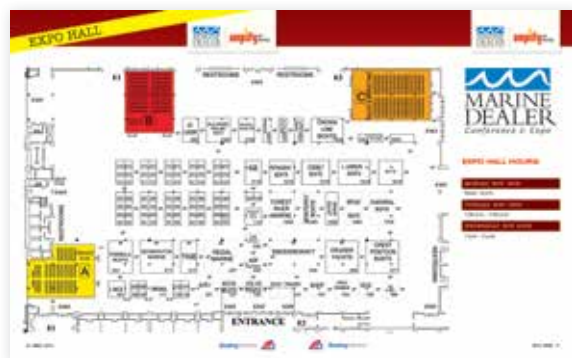
BOOTH #	COMPANY NAME
101	Lighthouse Media Solutions
107	Customer Service Intelligence, Inc.
111	MRAA
113	Priority One Financial Services, Inc.
115	Spader Business Management
121	ARI
127	<i>Boating Industry</i>
133	Volvo Penta
141	Boat Trader
147	BRP US
153	Apex Marine/Gillgetter Pontoons
159	IDS/Constellation Dealership Software
165	Go-Float, LLC
206	Norman Spencer
211	Bennington
212	Marine Industry Dealership Certification
214	Belavia Blatt Andron & Crossett PC
217	Tigé Boats
227	Regal Marine
233	ADP Lightspeed
234	Global Marine Insurance Agency
245	Starcraft Marine and the Smoker Craft Family of Products
255	Cruisers Yachts
263	Formula Boats
271	Crest Pontoon Boats by Crest Marine
600	Dr. Shrink, Inc.
601	MITO Corporation
602/604/606	<i>Soundings Trade Only</i>
607	National Safe Boating Council
610	Aqua Lily Products, LLC
611	Pow'rTran
614	TCF Inventory Finance
615	Merrick Bank
700/702	CIPA USA, Inc.
701	Intellian Technologies
703/705	Neptune WaterCraft
704/706	Sunbrella/Glen Raven
707	Bob's Machine Shop
710	Trailer Valet
711	TEARepair, Inc.
712	Soft Lines, Inc.
713	Sternmaster Marine Tools
714	Wintron Electronics
715	Rinimax, Inc.
800/802	Wet Sounds, Inc.

BOOTH #	COMPANY NAME
801/803	Premier Marine
804	Trans Global Logistic Services
805	BiT Marine Software
806	LEHR Incorporated
807	SeaDek Marine Products
811	Sunstream Corporation
812	Airtug Trailer Tugs
813	AMTECH
814	Solas Science & Engineering
815	PTM Edge/Protomet Corp.
900/902	Parker Business Planning
901/903	Winboats
904/906	NADAguides
905	Belter Insurance Agency, Inc.
907	Honda Marine American Honda Motor Co.
910	Northpoint Commercial Finance
911	Medallion Bank
912	HullSpeed Coatings
913	American Boat & Yacht Council (ABYC)
914	iboats.com
915	NBOA Marine Insurance
920	EZ Loader Boat Trailers
1000	Manheim Speciality Auctions
1002	Marine Dealer Technologies, Inc.
1004/1006	My-Villages, Inc.
1007/1106	Brunswick Dealer Advantage/Mercury Marine
1010	United States Power Squadrons
1012	EverLogic Software & Websites
1014	Yamaha Motor Corporation
1020	Baja Marine/Pro-Line Boats
1100	Brunswick Boat Group
1110	GE Capital Commercial Distribution Finance
1120	Roswell Wake-Air
1200	Forest River Marine
1210	Stingray Boats
1220	Phoenix Trailers
1230	Gibbs Sports Amphibians
1300	Monterey Boats
1310	Cobalt Boats
1320	Chris-Craft
1400	Jupiter Marine
1420	Crownline Boats
1500	Bryant Boats
1510	Chaparral Boats/Robalo Boats
1520	HLT Limited
1610	Larson Boats

EVENT MAPS

The 2013 Marine Dealer Conference & Expo is located in West Hall E, within easy walking distance of the [Rosen Plaza](#), the official show hotel.

For a complete map of the Expo Hall, including booth and classroom locations, see p. 16.



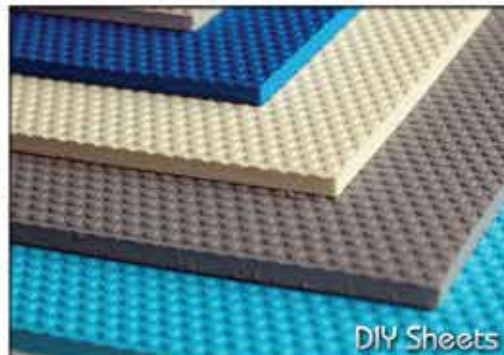
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PRESENTERS



DAVID AVRIN

Business marketing and branding pro David Avrin is known internationally as the "Visibility Coach." An in-demand keynote speaker, author and executive coach, David brings his highly informative, thought-provoking and always entertaining business marketing programs to audiences across North America and around the world including Singapore, Bangkok, Bangalore, Melbourne, Brisbane, Antwerp, Buenos Aires, Monaco, London and Dubai. He is the author of three books including the Amazon bestseller "It's Not Who You Know, It's Who Knows You!" Always among the highest-rated speakers at every conference and event where he presents, David doesn't just deliver from the platform, he hits it out of the park – every time.

JOSH CHILES

Josh Chiles, a 2011 and 2012 MDCE presenter, is the founder and CEO of Engaged!, which offers a powerful all-in-one marketing dashboard that allows clients to manage their social media campaigns in-house or hire the creative team at Engaged! to handle every aspect of their social media marketing. Josh is on the board of directors



for the Marine Marketers of America and is a frequent speaker at top marine industry conferences throughout North America including the International Boatbuilders' Exhibition and Conference (IBEX), the Diversified Marine Products Dealer Trade Show and the Miami International Boat Show.

STEVE COHN



Steve Cohn, CSP, of People to People Learning, Inc., helps companies and people "Make Business Personal Again" to create better and more successful relationships with customers, prospects,

employees and each other. He has spent much of his more than 25-year professional career studying the way people communicate with each other and how their actions affect their businesses, their relationships and their environments. From this he has found that true, loyal customer relationships can only happen when the person providing the product or service truly focuses on and communicates with the customer. He is the author of, "It's Not Rocket Service: Managing, Meeting & Exceeding Customer Expectations."

CAM COLLINS

With more than 20 years of sales, marketing and operational experience in software technology, Cam is leading DockMaster into new markets through the adoption of web-based technologies and a commitment to delivering exemplary customer service. A native Floridian, Cam has been boating, fishing, camping and hiking around



Florida most of his life. Prior to DockMaster, Cam was director of alliances at Interwoven for three years. Cam arrived at Interwoven in 1999 through the sale of Lexington Software Associates, a consulting firm he co-founded in 1997. Cam holds a Bachelor of Science in electrical engineering.

DON COOPER

Don's sales career started at the age of 7, selling seeds, greeting cards and other items door-to-door. Through high school, college and beyond, he sold both products and services, to consumers and businesses. His last "real job" was with a Washington, D.C. delivery company that, under his leadership,



grew by an average of 38 percent a year. Don has also acted on stage and film, appeared in the Ringling Brothers, Barnum & Bailey Circus and even performed at the legendary comedy club The Improv. By combining his sales expertise and performance skills with intensive research, Don delivers programs that are industry specific. Don is a returning MDCE favorite.

SAM DANTZLER

Coming off the 2012 MDCE, where he received the highest speaker scores ever given by attendees, Sam Dantzler returns. Sam began working in retail at a sporting goods store as a kid, selling motorcycles in college, and eventually found his way into a job as a



retail sales trainer. He has been a sales trainer since 2000 and began working independently in 2009. In 2012, Sam launched his training website Sam's Powersports Garage. Sam "fuels" the site with his experience in the

powersports industry and content from the seven 20 clubs he currently moderates, as well as the in-dealership training that keeps a guy "real."

KATHI KRUSE

Kathi Kruse is a social media marketing expert, blogger, author, speaker and founder of Kruse Control Inc. Kathi started at the ground floor of an automotive dealership in 1979 and methodically worked her way up through all levels of dealership operations. In 2009, Kathi witnessed the comprehensive shift happening in dealership marketing as social media was changing how people bought and serviced cars. Kruse Control coaches, trains and delivers webinars focused on integrating social media and online reputation management into dealership operations. Kathi is the author of "Automotive



Social Business – How to Captivate Your Customers, Sell More Cars & Be Generally Remarkable on Social Media."



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PRESENTERS



BOB McCANN



Bob McCann is ARI's director of education. ARI creates award-winning software solutions that help equipment manufacturers, distributors and dealers Sell More Stuff! – online and in-store. ARI

removes the complexity of selling and servicing new and used inventory, parts, garments and accessories for customers in marine, powersports, automotive tire and wheel, outdoor power equipment, RV and white goods industries. More than 22,000 equipment dealers, 195 distributors and 140 manufacturers worldwide leverage the company's website and eCatalog platforms.

JIM McCANN

Jim McCann serves as a trainer and facilitator for Spader Business Management. Jim is an instructor for Spader's Parts & Accessories



Management workshop and facilitates 20 groups in the motorcoach, office furniture and RV industries. During his more than 20-year career in department and specialty stores, Jim regularly traveled to New York

and Asia to develop new products. He is experienced in assortment planning, visual merchandising, inventory management, store design, site selection, buying and advertising. Jim joined Spader in February 2006, where he continues his work as a coach and mentor to independent business people.

DAVID PARKER

Starting part time while in high school, David Parker worked in all aspects of his family's Sea Ray boat dealership, including rigging, service, sales, F&I, parts, service management and accounting. After spending five years at



Spader Business Management, David founded Parker Business Planning, which offers dealerships individual on-site consulting creating "Strategic Profit Plans" for clients, unique monthly management

reports for multi-location dealers, online budgeting service with monthly variance reports and multiple 20 groups, producing monthly financial reports for each member.

VIN PETRELLA

Vincent J. Petrella, CPYB, has been in the marine industry for more than 35 years and retired in 2007 as the president and owner of Hellier Yacht Sales, the first sailboat dealership in the country to become a certified dealership under the Marine Industry Certified Dealership program. In November 2010 Vin became the executive director of the Yacht Brokers Association of America (YBAA). Vin has served as the president of YBAA and president of



the Connecticut Marine Trades Association, and he was the founding chairman of the National Yacht Broker Certification Programs (CPYB) Certification Advisory Council (CAC). Vin is honored to represent

YBAA and CPYB as a member of the NMMA Recreational Boating Leadership Council.

WANDA KENTON SMITH

For more than 32 years, Wanda Kenton Smith has been on the cutting edge of both media and marketing. For nearly 13 years, Wanda served as president of Kenton Smith Advertising & Public Relations, a \$20



million agency. In 2009, she launched a more nimble business model, Kenton Smith Marketing. Wanda focuses her abundant energy, experience and talent as a marketing consultant and active marketing

and media practitioner, providing a fresh palette of full-service marketing, advertising, media and PR programs for select clients, as well as editorial for media. She is a contracted director of marketing for Legendary Marine, as well as supporting a select mix of clients.

DAVID SPADER

David Spader serves as a lead trainer and consultant for Spader Business Management. His areas of specialty include leadership development, succession planning, strategic development, company culture and effective hiring practices. He is the primary instructor for Spader's Leadership



Development Programs, Effectively Leading and Managing Employees Workshop, and Hiring Winners Workshop. He is also a lead instructor for the Total Management 2 Workshop. In addition, David spends a significant portion of his time providing hands-on coaching for executives, managers and future leaders throughout North America. He holds degrees in psychology (organizational) and theological studies.

During the past few years, MRAA has reinvented itself, driving record growth in membership. Now there are dozens of reasons to join, but members tell us **the most important one is dealer education.**

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MARINE RETAILERS ASSOCIATION OF THE AMERICAS

PRESENTERS



JOHN SPENCE



At 26, John was named CEO of an international Rockefeller foundation, overseeing projects in 20 countries. Three years later Inc. Magazine's "Zinc Online" recognized him as one

of America's up and coming young business leaders. Since 1994, John has presented workshops, speeches and executive coaching to more than 300 organizations worldwide including: Microsoft, IBM, GE, Abbott, Merrill Lynch, AT&T, Verizon, Qualcomm, State Farm and dozens of private companies, government offices and not-for-profits. John is also the author of "Excellence by Design – the six key characteristics of outstanding leaders" and "Awesomely Simple – essential business strategies for turning ideas into action."

CHIP THOMAS



Chip Thomas has two jobs. First, he is a retail automotive salesperson for Bill Gatton Honda in Bristol, Tenn., where he has been the top New Honda Gross Profit producer for the past 32 years.

A 1981 graduate of

King College, Chip has been featured in six American Honda sales training videos. He won the National Walkaround Competition in 1992. All of his retail business is repeat or referral. In 1993, Chip began an additional career as a sales trainer and motivational speaker. Thousands of salespeople and managers throughout the country have now attended Chip's seminars.

BLANE VIK



As a SearchEngineSmart (SES) account manager for ARI, Blane Vik is responsible for the day-to-day management of ARI's SES clients. Over the last 30 years, Blane has

held sales, customer service management and web marketing roles in several *Fortune* 500 companies, including Sigma Aldrich and FedEx. He graduated from the University of Wisconsin, Milwaukee, with a bachelor of business administration in finance. He has also earned a master's of business administration from the Keller Graduate School of Management.



VALERIE ZIEBRON

Valerie Ziebron, a perennial MDCE favorite, has background steeped in the service and parts industry. She got her start in the automotive industry and then expanded into technology, computer, retail, marine and real estate. Her clients have included DaimlerChrysler, General Motors, Shelby American, Yamaha, Eastman Kodak, IPIX,

Ruritan, CorrectCraft and many others. She has delivered more than 3,000 presentations domestically and internationally and has worked with more than 500 dealerships to create powerful training courses available in both live and video format. Valerie believes in creating a comfortable and engaging learning environment that focuses on real-world solutions.

JARED ZIMLIN



Jared Zimlin has been with Priority One, the recreational industry's oldest and largest F&I outsourcing provider, since 2000. He started as a dealer account executive, then advanced to a

national sales manager. Currently Jared is Priority One's business development director. In his current role he initiated an equipment financing department within Priority One that assists marine dealers with commercial loans for equipment such as hydraulic trailers, boat hoists and forklifts. Outside of the office, Jared conducts training sessions for dealers and manufacturers through on-site dealer meetings, tradeshow, webinars and one-on-one meetings educating them on F&I regulations, lender guidelines, maximizing profits and sales techniques.



MEETINGS



OTHER MEETINGS

Marine Retailers Association of the Americas Board Meeting:

W231C at OCCC Saturday, 11/16 12-6pm

Advisory Council of Marine Associations:

W232A at OCCC Saturday, 11/16 4-7:30pm

National Marine Trades Council Meeting:

Salon 2 at Rosen Plaza Sunday, 11/17 7am-5pm Monday, 11/18, 7am-4pm

Spader 20 Group #105:

W230B at OCCC Sunday, 11/17 8am-5pm and Monday, 11/18, 8am-12pm

Spader 20 Group #106:

W230C at OCCC Sunday, 11/17 8am-5pm and Monday, 11/18, 8am-5pm

Spader 20 Group #107:

W230D at OCCC Sunday, 11/17 8am-5pm and Monday, 11/18, 7am-3pm

Young Leaders Advisory Council:

W232A at OCCC Sunday, 11/17 12-6pm

American Boatbuilders Association Board meeting:

Salon 1 at Rosen Plaza Monday, 11/18 8am-3pm



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BoatingIndustry

Q&A

WITH MDCE KEYNOTER
JEFFREY GITOMER



This year's Marine Dealer Conference & Expo features one of the most anticipated speakers in the conference's history: sales expert Jeffrey Gitomer.

Gitomer has sold millions of copies of his books worldwide, has worked with companies both large and small to improve their sales and is a member of the National Speaker Association's Hall of Fame.

We caught up with Gitomer to find out a little more about what he'll speak about at MDCE.

What can the MDCE attendees expect to learn from your talk?

I am going to deliver customized and personalized content about your business, your staff, and your money.

I am going to teach you how to sell value, not price. How to create a memorable customer experience – that will lead to business forever. How to differentiate yourself and your business from your competition. And how to be a powerful leader – in your own business and in your local marketplace.

How will your keynote help a sales manager? How will it help the salesperson?

It will help sales managers be a coach and a leader, rather than a manager. It will help the manager execute better selling skills in order to gain better respect from their people. It will

help each manager understand what it takes to retain good people. My presentation will help the salesperson understand that by executing the fundamentals perfectly, they become better dynamically.

How will your seminar content apply to the marine industry?

Having contacted several dealers and having talked to the executives on the board, I understand the concerns and the barriers that you face. Utilizing my 20 years of customized and personalized presentations, my talk will center on the key elements that will make your business better: attracting new customers, retaining existing customers, and providing value that trumps price. I will bring real-world experience and practical answers.

How have your experiences in sales shaped what you're able to teach people?

I have uncovered that making sales is not just about selling skills – it's about uncovering buying motives. It's about creating emotional engagement. Boat owners are passionate about their boats.

What is the biggest mistake you see people make in sales?

There are several flaws that are common to all weak salespeople. They are: Lack of belief in what they sell, who they represent, and in themselves; lack of love of what they do; blaming everything and everyone for what goes wrong or

what didn't happen (rather than taking responsibility for what happened); and having weak resilience to rejection.

You talk about the idea of "symphonic harmony." What does that mean and why does it matter for a sales team?

It means that the company, the manager, the sales people, and the customers are all singing the same song. Not necessarily in the same key – but harmonious with one another. It is very easy to detect an out-of-key singer in a choir. It is more difficult to detect when the accounting department has angered a customer with which the sales department spent years building a relationship.

What's different today in sales than it was just a few years ago? Why?

Three things have changed selling (and buying) forever – the Internet, smartphones and social media. The Internet sells trillions annually, and it does it 24-7-365. Customers can investigate, shop price, compare prices and values, and buy with one click anyplace in the world. Social media is the largest one-on-one sales reference on the planet – and like the Internet, it's keeping business (and salespeople) honest. And it's making smarter customers. Smartphones have created access. Ultimate and instant access. Apps are the new Internet. And the combination of these three elements has changed the face and manner of doing business – forever. ●

LEADERS PANEL



FIVE TOP MARINE INDUSTRY EXECS HIGHLIGHT MDCE LEADERS PANEL

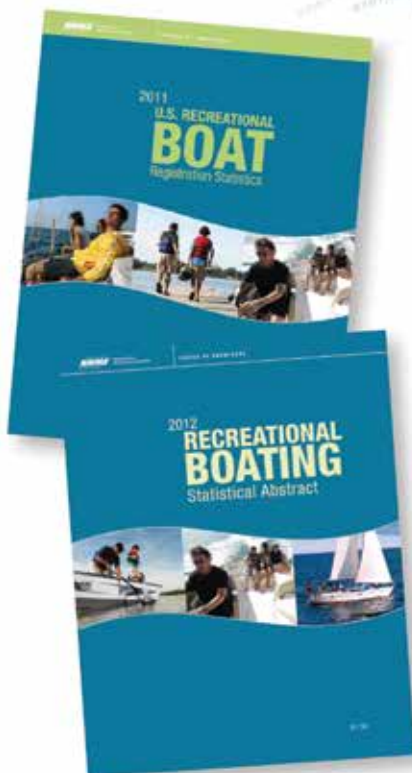
Top executives from five of the leading companies in the marine industry will highlight the Industry Leaders Panel at the Marine Dealer Conference & Expo.

Annually one of the most popular sessions at MDCE, this one-of-a-kind panel discussion, will be at 2 p.m. Wednesday in Room W330.

These industry leaders will discuss the challenges and opportunities they see for the industry in the next year. Attendees will also have the opportunity to ask questions of the panelists. The discussion will be moderated by *Boating Industry* magazine editor-in-chief Jonathan Sweet. To submit questions for the panelists ahead of time, email Sweet at jsweet@boatingindustry.com or stop by the *Boating Industry* booth.

THIS YEAR'S PANELISTS:

- **RICK CORRELL**, PRESIDENT OF TIGE BOATS
- **RON HUIBERS**, PRESIDENT OF VOLVO PENTA AMERICAS
- **JIM LANE**, PRESIDENT OF CHAPARRAL
- **BILL MCGILL**, PRESIDENT/CEO OF MARINEMAX
- **MARK SCHWABERO**, PRESIDENT OF MERCURY MARINE



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MARINE DEALER

Conference & Expo



GO WITH AN OPEN MIND

Nine attendees on why they attend MDCE, how it's changed their business and why you should go, too

In interviews with nine long-time Marine Dealer Conference and Expo attendees, one piece of advice continually rose to the top: go, and go with an open mind. Whether you like to plan how you spend each day far in advance, or just go with the flow once you're in Orlando, many agreed that the most important thing is just being there for the world-class training, dynamic speakers, engaging industry panels, new product introductions and, possibly the most important, the opportunity to network with peers that may be facing the same circumstances you encounter in your own business.

MDCE is a unique event that attracts hundreds of the most influential and experienced professionals in the marine industry. But it also draws dealers and vendors large and small, with a diversity that adds to the week's discourse, whether that's in a formal classroom setting or between sessions mingling over a cup of coffee.

From the organizers of MDCE, one of the primary goals is giving attendees tangible takeaways they can implement back at home. Here's what nine long-time participants get out of MDCE, as well as their advice to first-timers.

DOUGLYSS GIULIANA

President, Advantage Yacht Sales
Newburyport, Mass.

Advantage president Douglyss Giuliani attends MDCE every year for the networking with exhibitors, fellow dealers and other industry professionals in attendance.

While he has focused on video, website improvements and social media efforts in recent years, this time Giuliani is looking to learn new tactics and best practices related to handling his company's recent growth.

"It's nice to both learn from the presenter in the front of the room, and feed off the other dealers that you're sitting near," he said. "Because they're fighting the same battle you're fighting."

MDCE: WHAT DO YOU GET OUT OF ATTENDING MDCE?

DOUGLYSS GIULIANA: The biggest one is the education. In kind of a broad stroke, we're always hungry to

learn more. We know there's a lot that we can improve upon, and going to MDCE is a great way to both teach us new things and remind us of the things that we're supposed to be doing but maybe haven't prioritized high enough yet. It's nice to take ourselves out of the day-to-day firefighting and get immersed in those best practices, all those things we know we should be doing and give us more direction in how to incorporate those into the business instead of just having them on our to-do lists.

MDCE: ANY ADVICE FOR A FIRST-TIMER?

GIULIANA: I think the biggest thing is just going. There are a lot of people out there that could benefit from it, and think that it's expensive or think that it's time consuming, and they don't realize the value they would get if they gave it a shot. We're certainly one of the smallest dealerships that shows up, and we find it's well worth the price and the time out of the office so much so that we go back every year.

TRAVIS HAYES

President, Hayes Marine
Augusta, Ga.

Travis Hayes will be attending his fifth MDCE this year along with his wife, Cathy, and one or two additional Hayes Marine employees. The company uses both the event and Top 100 application process as an opportunity to zoom out and examine the business from a wider perspective.

"If you're not continually improving, then you're backing up," he said. "We really go down there to listen to the presenters, to see best practices and try to get some ideas and help us try to take a few little nuggets of wisdom out of there and bring those back and then continually tune our business to get it better."

In bringing additional staff, Hayes likens it to "a culturally gooey kind of thing" where employees become personally invested in a new idea after attending a seminar or listening to a speaker.

"If they come back with an idea, they're really invested in it," he said. "They have a whole lot of skin in the game, and you can really see them be the champion for that one idea or process."

MDCE: DO YOU HAVE SPECIFIC EXPECTATIONS AHEAD OF EVERY YEAR'S CONFERENCE?

TRAVIS HAYES: We don't really try to go in there

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and say we want to get this out of it. We're still pretty small where it's easy to implement any idea that we want to take and run with. We're down there to mainly be a sponge and absorb as much as we can.

MDCE: ASIDE FROM THE TRAINING, WHAT DO YOU FIND BENEFICIAL?

HAYES: Last year we specifically went down there to talk to the folks with Marine Mechanics Institute to try to find a tech. The year before we had some negotiations with GE to try to do some additional work with our credit line, and it was really nice to have those guys there because every time we got done with a session we went right over to the GE booth and were negotiating with those guys. There was some real high-level stuff going on.

MDCE: WHAT ADVICE DO YOU HAVE FOR PEOPLE ATTENDING FOR THE FIRST TIME?

HAYES: The key decision maker needs to be invested. Whoever that person [who comes from your company] needs to have the authority to make decisions and make changes in the company.

ROB BROWN General Manager, Clark Marine Manchester, Maine

Clark Marine's Rob Brown says he often doesn't know what he's going to get out of MDCE until he sits down at one of the educational training seminars, and has seen simple tips turn into major profit centers for the company.

Brown also uses the events to reinforce his position as an educator within his company to the benefit of everyone, and the company's bottom line. His years at MDCE lead him to start focusing on longer-term goals like training his staff, rather than simply running the business on a day-to-day basis.

"You should be spending 30 minutes a day educating somebody in the group," he said.

MDCE: YOU'VE ATTENDED ALL BUT ONE MDCE EVENT. WHAT KEEPS YOU COMING BACK?

ROB BROWN: I think it rejuvenates you to a degree. If you go with an open mind and are looking for things to improve your business with, a lot of them aren't going to be verbatim, but you've got to

be able to leave with at least a half dozen ideas that you can mull over and put into use when you get back that will make you more efficient and, in the long run, hopefully make you more profitable.

MDCE: YOU SPECIFICALLY MENTIONED CAM MARSTON'S KEYNOTE, "SELLING ACROSS THE GENERATIONS" SPEECH FROM 2011...

BROWN: That has had an impact here in how to communicate and how to identify your customers ... being able to communicate with Gen Xers and Millennials helped us in identifying some of their buying patterns, and not being quite so offended when they came in and seemed to be interrogating [us].

MDCE: DID ANY TAKEAWAYS CHANGE YOUR BUSINESS AFTER LAST YEAR'S EVENT?

BROWN: Last year we used [Sam Dantzler's] scoreboard. As near as I can tell, it made us about \$40,000 simply because of the amount of billed labor that we put through. It was one of those things. It was a simple tidbit and it was just about accountability.

CAM COLLINS President, My-Villages, Inc. West Palm Beach, Fla.

A well-known figure in the marine industry, Cam Collins is the president and COO of My-Villages, Inc. whose DockMaster software provides management tools to dealerships, marinas and boatyards. Collins and company have been attending MDCE since its inception, attending training seminars and displaying a booth in the exhibit hall.

With approximately 20 clients consistently part of the Top 100, Collins says the event is one of the most important annual shows, and is a valuable opportunity to interact with clients, talk about industry trends, participate in workshops and show off new products, whose launches are often timed to coincide with the event.

MDCE: WHAT ARE YOU PLANNING TO INTRODUCE AT THIS YEAR'S MDCE?

CAM COLLINS: We've got a handful of mobile apps that we're going to be demonstrating at the show this year. One of them allows our clients to have their technicians be able to clock on or off a job from either a smartphone or from a tablet as well as scan parts on to a job, so that's an app that our customers are really excited about. And we're also going to be showing the new DockMaster 8.0 ... so we actually timed both of those very important releases for the Marine Dealer Conference.

MDCE: WHY IS THIS A GOOD TIME TO INTRODUCE NEW PRODUCTS?

COLLINS: A lot of dealers and boatyards and marinas are looking at new systems and upgrades to technologies and those kinds of things in, let's call it the October, beginning of November timeframe. They know they need to get something happening at that time if they're going to get it implemented by the end of winter in time for the spring season.

MDCE: WHAT SHOULD A FIRST-TIMER DO TO MAKE THE MOST OF MDCE?

COLLINS: Definitely attend the various seminars and conferences. I think what happens with a lot of vendors is they don't invest enough into it and, let's say, they send a sales person down there and the person will sit in the trade show booth the entire time. I think they miss so much by not actually attending the seminars and really understanding what's happening in the industry, rubbing shoulders with various industry players. That's where the real value is.

ROB YOUKER
President, The Sportsman
San Benito, Texas

Located at the southern tip of Texas, Rob Youker is one of the MDCE committee members who helps plan the year's roster. Youker enthusiastically believes MDCE's most important function is giving dealers the time and space to focus on long-range plans, rather than putting out the daily fires that inevitably pop up.

Calling MDCE a hotbed of knowledge, he recommends first-timers attend with an open mind, put thought into what speakers and seminars they attend, take the opportunity to network with strangers and visit with the exhibitors between sessions.

**MDCE: HOW HAS YOUR MDCE
ATTENDANCE TRANSFORMED YOUR
BUSINESS OVER THE YEARS?**

ROB YOUKER: It certainly contributes to the more consistent bottom line we've had. I've always had a good bottom line, but [during the downturn] we didn't lose money or go downhill too far and I think a lot of that is from ideas and procedures we've implemented.

**MDCE: YOU MENTIONED THAT MDCE HELPS
REDUCE YOUR STRESS IN GENERAL. HOW?**

YOUKER: I'm looking for ways to give our employees a better working environment. You look for procedures and processes that, when implemented, they're not in a chaotic situation all day long. You've already done the homework ahead. I don't just look for ways to sell more boats or do this or do that; I'm also looking for ways to take stress off of our employees so they stay longer.

**MDCE: HOW DOES THE COMMITTEE PICK
THE YEAR'S SPEAKERS?**

YOUKER: We're looking for what they can give the audience as far as takeaways and actual tools to implement what they're talking about. Talking is one thing; taking the tools back home with us to be able to implement it is the key to the change. If the speaker doesn't have anything to give to you whether it be in written form or some electronic form or just you taking notes, a lot of that [goes] in one ear and out the other — sounds good but how do I implement that? I think our speaker quality has improved in that regard.

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ANN BALDREE

Vice President of Sales, Marine Products Corporation
Nashville, Ga.

As an OEM, Marine Products Corporation looks forward to displaying a handful of its new Chaparral and Robalo boats every year at MDCE. Ann Baldree, vice president of sales, said she looks forward to attending the training, supporting the industry as a whole and interacting with its dealers on a one-on-one basis during the event.

While the company has a mature dealer network, through networking it has unexpectedly found new dealers that have been a good match in newly available markets.

"There aren't that many open markets that we're looking for dealers, but it has happened," she said.

MDCE: WHAT DRAWS YOUR COMPANY TO MDCE AS AN EXHIBITOR?

ANN BALDREE: It gives us another opportunity to spend time around our dealers and industry leaders and friends. We also attend some of the training, and I think it's absolutely outstanding. There's nowhere under any roof or venue that you can have access to that many different classes, that many different professionals on such a diverse number of topics that we can all learn from.

MDCE: DO YOU ENCOURAGE YOUR BRANDS' DEALERS TO ATTEND?

BALDREE: Yes. We promote it through our e-newsletter and we always discuss it among our RSMs. When they're talking with dealers they promote the idea of going because of the training and the high level of speakers that are available there. We have generally 15 or so dealers that are consistently in the Top 100, so that is an inducement for them to go certainly.

MDCE: WHAT'S IT LIKE ATTENDING AS AN EXHIBITOR?

BALDREE: I think you go with an open mind. I know certainly the first year we were there we did not have any idea what to expect. First of all, we were quite amazed by the level of training that was available there, [and] we didn't expect as many of our dealers to attend as they did. I think that's a sense of community you have when you're there.

LARRY RUSSO

President, Russo Marine
Medford, Mass.

As owner of one of the most prominent marine dealers in New England, Larry Russo is heavily involved in the marine industry and has been going to MDCE — and the MRAA's annual convention before it — every year since 1980.

Russo and his wife, Bee, always attend and, depending on the year's agenda, a handful of staff members from its three locations in Massachusetts and Rhode Island will accompany them.

While he always looks forward to the keynote speaker, Russo enjoys networking and learning new things that he would've never expected in advance.

"That's what this event does," he said. "It just opens your eyes to what's new and what's going on around you outside of your own marketplace."

MDCE: WHAT ARE THE BIGGEST REASONS YOU ATTEND EVERY YEAR?

LARRY RUSSO: The biggest reason is just the knowledge opportunity, the opportunity to gain new learning from the seminar presentations, to network with my peers, to look at new products, goods and services. It's such a resource; it's all in one place at one time. And the fact that the Top 100 is tailed on to it makes it even more attractive, because I get to travel once and accomplish a lot of things in one trip.

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RYAN HEBERT

Administrator, Texas Marine
Houston

One of the leading marine dealers in southeast Texas, Texas Marine has had four to five staff members attending MDCE every year. Aside from administrator Ryan Hebert, coworkers from management, sales, the company office and service are usually along for the ride.

Hebert said the event has become a focal point for much of the marine retail industry, as the ability to meet with leaders and representatives has proven to be extremely valuable throughout Texas Marine's years at the event.

MDCE: WHAT ARE THE BIGGEST REASONS YOUR COMPANY COMES EVERY YEAR?

RYAN HEBERT: In the span of a few days, I can talk to manufacturers, vendors, 20 group members, other dealers, etc. Between this concentration of marine industry representatives and the ever-growing lineup of education seminars and best practices panels, I learn

more during the three days at MDCE than I do all of the rest of the year.

MDCE: DO YOU HAVE SPECIFIC GOALS EVERY YEAR OR MAKE PLANS AHEAD OF TIME?

HEBERT: Absolutely. By the time MDCE arrives each year, I have at least four to six meetings scheduled with manufacturers, vendors and other groups. Plus, I always plan on coming away with some new ways of doing business that I learn from the education courses and all of the service providers.

MDCE: DO YOU FEEL LIKE YOU GET SOMETHING OUT OF EVERY YEAR?

HEBERT: I have never left ... without a notebook full of new tips, strategies, and contacts. Part of what we learn at MDCE is how best to organize and utilize the knowledge and skills we acquire at the conference. Sometimes I spend months after the conference putting all of those ideas to work.

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MDCE: WHAT WOULD YOU SAY TO SOMEBODY THINKING ABOUT ATTENDING MDCE FOR THE FIRST TIME?

RUSO: If you're serious about this business and your commitment and investment in this business, and you don't find something that jumps off the page that says I've got to go this year, you're just not committed. I can't imagine anybody that's serious about improving their business, improving their sales, improving their profitability, whatever, you can't look at that [event] brochure and say this doesn't matter to me.

ANDY HOWITT
President, Shipyard Marine
Green Bay, Wis.

Located in Green Bay, Wis., Shipyard Marine has attended every MDCE event with a group of approximately four staffers, including president Andy Howitt.

Howitt looks forward to each year's keynote speaker, and relies on the diverse training for his staff members as a way to home and diversify their skills. Given a choice, he recommends picking courses that will broaden your horizons, rather than reinforce pre-existing areas of strength.

"I would tell [a first-time attendee] to really focus on the one that they're least familiar with," he said.

MDCE: WHAT DO YOU AND YOUR EMPLOYEES GET OUT OF ATTENDING?

ANDY HOWITT: The whole reason we go is to catch up on the latest trends and the selling and just operating a marine dealership. Obviously there's some networking involved which is another big plus that's an unintended consequence, but in a good way. And then, as part of a

dealer 20 group, we're also there to support the marine industry and help it grow and keep the momentum going, which it's definitely been doing.

MDCE: WHAT DO YOU LIKE BEYOND THE TRAINING SEMINARS?

HOWITT: The addition of having the vendors with the boat displays ... and the new model year products. Even if we're not a specific dealer of that product, it gives us an opportunity to check out the competition in a non-boat show environment, because that's usually the only other time you can go look at the products. This is a more relaxed atmosphere to just check things out and see what the latest trends are.

MDCE: HAVE YOU TAKEN ANY SPECIFIC PRACTICES HOME WITH YOU?

HOWITT: CRM systems and some of the lead management systems, things like that. ThreeClix is another one that we've brought on board as a result of the show. We've definitely made some changes here on the training aspect.



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MRAA AWARDS



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DARLENE BRIGGS MARINE WOMAN OF THE YEAR AWARD

The Darlene Briggs Woman of the Year Award was established in memory of Darlene Briggs of Wayzata Marine, Wayzata, Minn. It is presented annually to an outstanding woman who is actively involved in the marine industry at any level. It recognizes long and devoted service, untiring commitment and the advancement of women in the marine business. Anyone in the marine industry can nominate candidates for this award, and those candidates can be employed anywhere in the industry – dealership, marina, service provider or manufacturer/supplier. Last year's recipient, Debbie Meigs of Cobalt Boats, will present the award, along with representatives of the MRAA Educational Foundation and *Boating Industry* magazine.

KEVIN LODDER SCHOLARSHIP

The Kevin Lodder Scholarship was founded in memory of Kevin Lodder of Lodder's Marine in Fairfield, Ohio. Kevin worked in his family's dealership and was dedicated to this industry from an early age until his untimely passing. Applicants must be a member of the MRAA and employed in a marine dealership. The recipients of this scholarship will receive tuition to attend the Spader Total Management 1 Workshop in Sioux Falls, S.D., and a stipend to offset travel expenses. The Kevin Lodder Scholarship is awarded annually by the MRAA Educational Foundation during the Marine Dealer Conference & Expo.

TECHNICAL SCHOLARSHIP

The purpose of the Technical Scholarship is to offer financial assistance for technical training of both present and future dealership personnel. It is awarded to individuals and/or state and regional marine trades associations. This scholarship was underwritten initially by the OMC Foundation. In 2013, scholarships will be

awarded by the MRAA Educational Foundation to the following technical educational schools: The Landing School, Arundel, Maine; and WYOTECH – Marine Division, Daytona Beach, Fla. These scholarships are designed to assist students preparing for careers in the recreational marine industry.

DUANE SPADER LEADERSHIP DEVELOPMENT SCHOLARSHIP

The Duane Spader Leadership Development Scholarship was founded in 2013 to honor the marine industry service of Spader Business Management founder Duane Spader as well as his leadership philosophy of life-long learning. It is presented annually to an MRAA member who is employed in a marine dealership. The recipients of this scholarship will receive tuition to attend Spader's Leadership Development Program. The scholarship will be presented by representatives of Spader Business Management and the MRAA Educational Foundation.

IRV ROSENTHAL AWARD

The Irv Rosenthal Award is given annually to an industry participant who has contributed to the goals of the Marine Retailers Association of the Americas. Created in honor of Mr. Rosenthal, the award recognizes people from throughout the industry for their contributions to the marine dealer body. Rosenthal was the president of Transfer Monogram, a supplier of boat decals and emblems. He had an affinity for the business of boat dealers and supported the early efforts behind the formation of the MRAA, both through the time he spent and the finances he contributed. Last year's recipient of the Irv Rosenthal Award was Joe Lewis of Mt. Dora Boating Center.

BILL FERGUSON AWARD

The Bill Ferguson Award is given to a local, state or regional marine trades association that exhibits outstand-

ing support for its membership. The award was named in honor of the first executive director of MRAA.

MDCE BEST IDEAS AWARD

Learn the MDCE attendee submission that was voted the "Best Idea of the Year" by the audience during the Best Ideas Panel Discussion at 8 a.m. on Tuesday, Nov. 19. Each of the four finalists will receive an American Express gift card, and the winner will take home a new iPad.

BEST MARINE DEALERSHIPS TO WORK FOR

High employee satisfaction creates a positive, motivating and successful work environment, which leads to increased sales, profits, employee retention, and higher customer awareness. Employee Satisfaction Scores, measured as a key component of the Marine Industry Certified Dealership Program, give us a glimpse inside the dealerships that excel in this area of their business. The Best Marine Dealerships to Work For awards have been established to honor Marine Industry Certified Dealerships for their commitment to employee satisfaction as scored by their employees through a confidential survey.

MICD BEST PRACTICES AWARDS

In an effort to promote continuous improvement, recognizing and promoting best practices has long been a cornerstone of the Marine Industry Certified Dealership Program. Leading dealers use best practices that show superior, consistent results, often at a low cost of implementation and help improve the customer experience in every transaction. The MICD Best Practices Awards have been established to recognize Marine Industry Certified Dealerships that best utilize thoughtful and cost-effective ways to do business, while maintaining quality, consistency, and enhancing customer satisfaction.

MRAA YOUNG PROFESSIONALS LEADERSHIP DEVELOPMENT



TUESDAY, NOV. 19TH

7:45 P.M., MDCE ROOM C

Join the MRAA and our Young Professionals Community for an evening of networking and professional development. This event will kick-off with an hour-long educational session on leadership development that will take place immediately following the Tuesday night (Nov. 19) networking reception at the Marine Dealer Conference & Expo.

The session, titled "Success & Fulfillment: How the Adaptable Leader Delivers Both for Themselves, Their Employees & Their Dealership" will provide guidance to help you learn about what the most adaptable, successful and fulfilled individuals do differently. It will also provide you with a powerful tool that will help assess how you can better deliver success and fulfillment for yourself and your employees. The rigors of operating a dealership constantly place stress on the personal and professional lives of its leaders. As the world becomes more complex, its leaders must be more adaptable than ever in all aspects of their lives.

The session will be presented by David Spader of long-time dealer consultant Spader Business Management. You must be registered for the MDCE in order to attend this session.

Following the educational session, join us for an informal, "late-night happy hour" at Marlow's Tavern, located at Pointe Orlando, which is just across International Drive from the 2013 MDCE.

There's no cost and no obligation for you to participate ... you don't even have to be an MRAA Member (although we'd really like it if you were, of course). This event is just another way that the Marine Retailers Association of the Americas seeks to offer you and your team opportunities to grow within the marine industry.

HERE'S THE BEST PART: This event is for anyone who would like to attend. If you are young, look young, feel young or are simply young at heart, you're invited to participate in this program.



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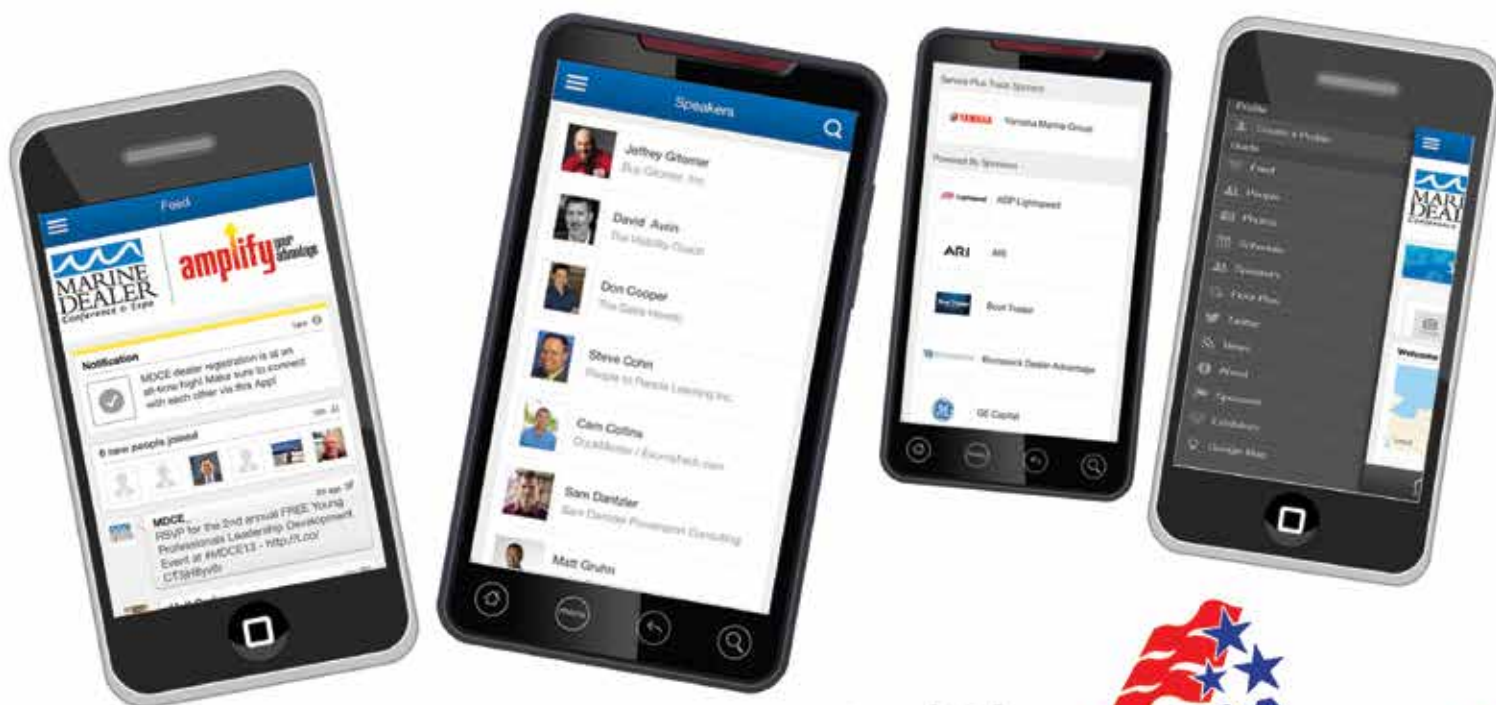




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Non-Top 100 Dealers interested in attending can purchase tickets at the MDCE registration desk.

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