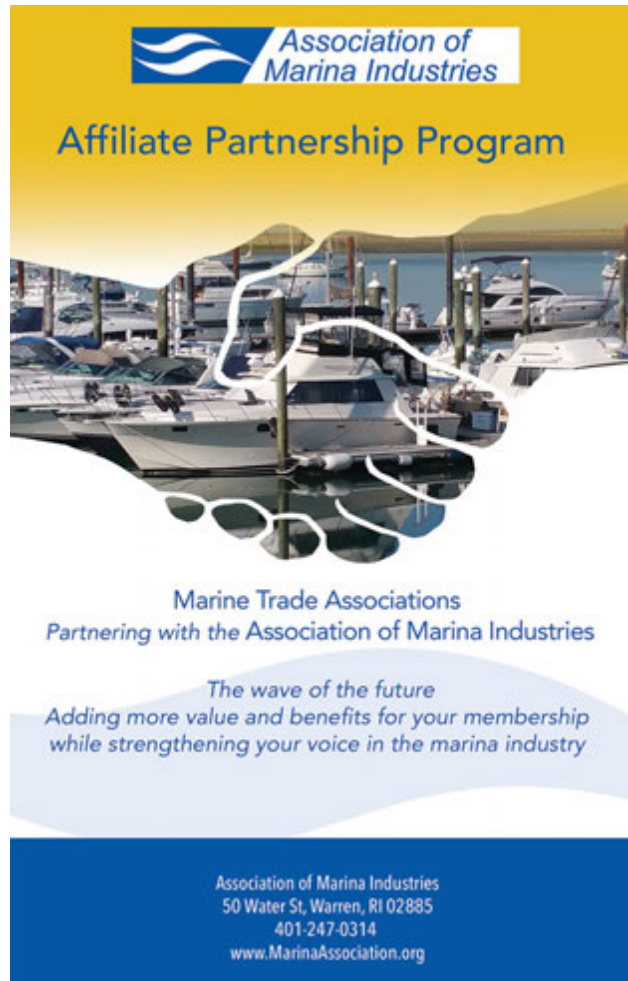




*The* Voice of the Marina Industry



# AMI Membership Benefits



- **Economic & Industry Data**
- **Industry News & Resources**
- **Professional Training & Certification**

# Economic & Industry Data

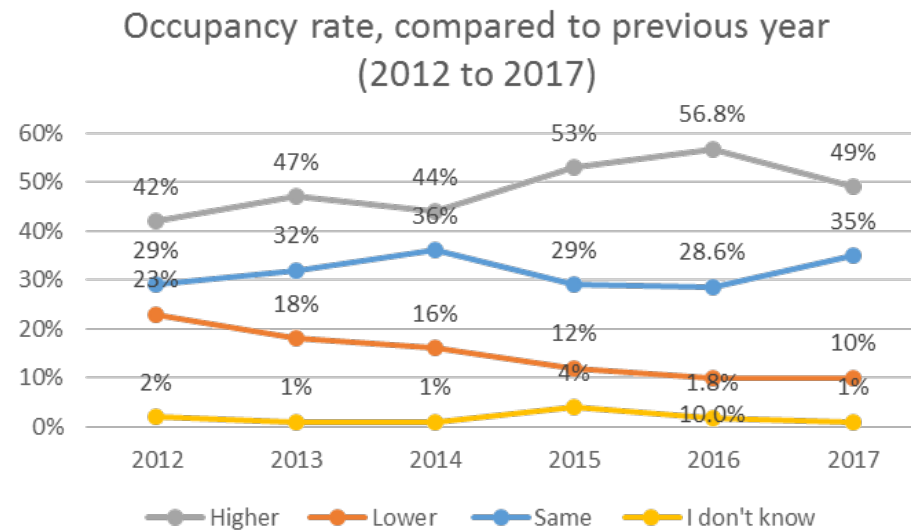
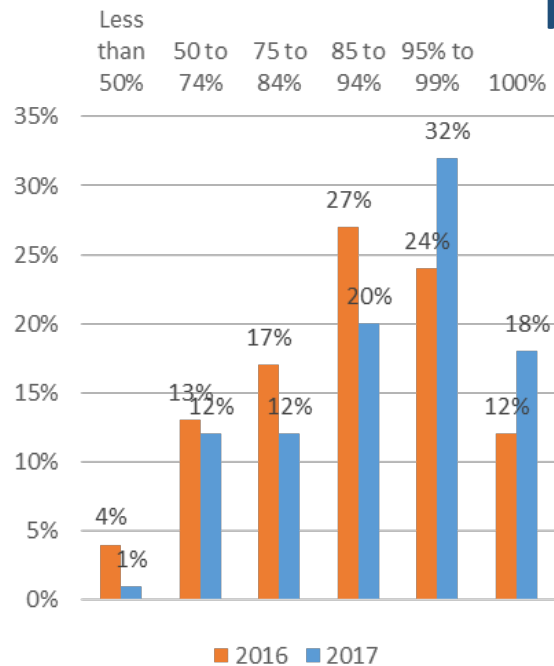
*AMI continues to create economic reports for the industry.*

- **AMI continues to create economic reports for the industry.**
- **Annual Marina Trends Survey**
- **Wage Rate Survey**
- **Marina Operations & Infrastructure Survey**
- **Access to Dunn & Bradstreet Data**



# Marina Industry Trends

Occupancy Rates – marinas are seeing a 6 year high in occupancy!



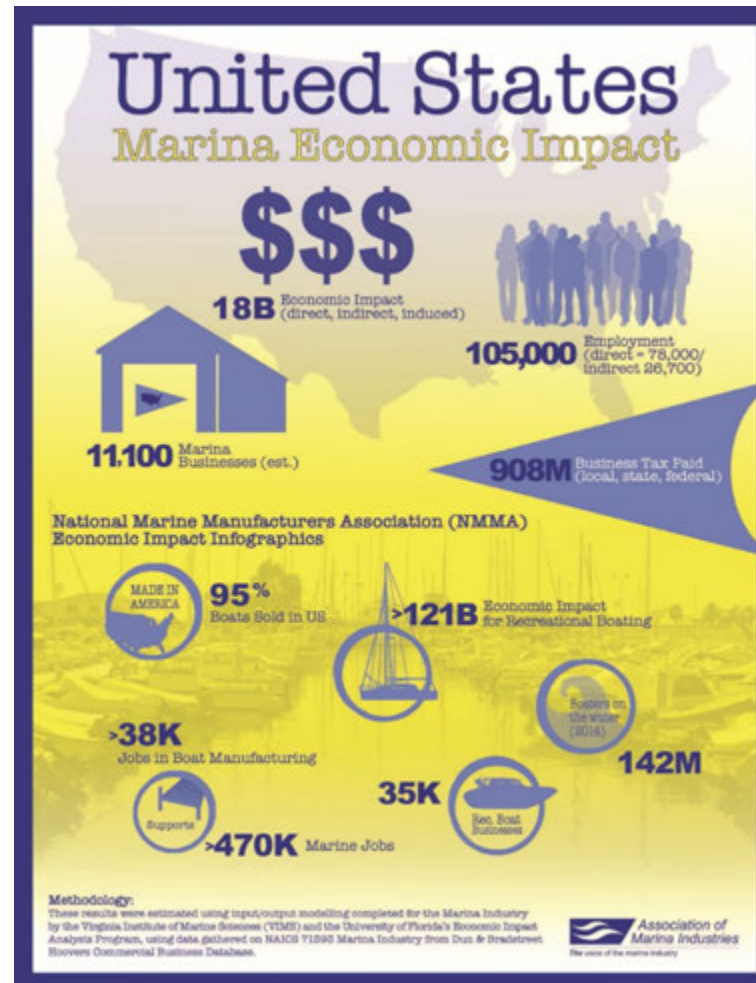
# Marina Economic Impact of PCC states

- Pacific Coast Congress  
(Washington, Oregon,  
Alaska)
- Total Economic Impact:  
\$515 Million
- Employment: 3276

## Example Affiliate



# Marina Economic Impact





# Marina Economic Impact Calculator

- You can calculate your marina's economic impact



- Visit [www.MarinaAssociation.org/AMIsurveys](http://www.MarinaAssociation.org/AMIsurveys) to take AMI's surveys

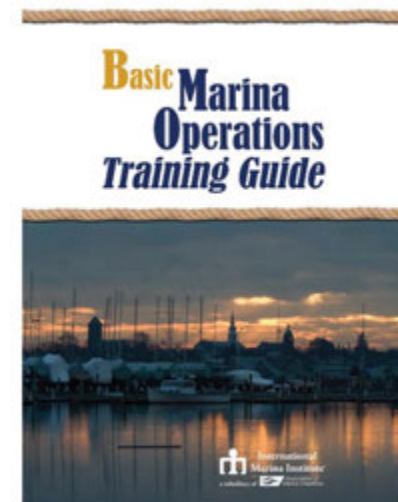
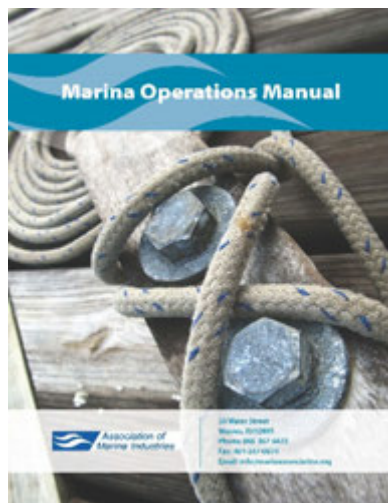
# Industry News & Resources

- NewsWatch
- Advocate
- Publications:

*Marina Operations Manual*

*Basic Marina Operations Training Guide*

*Marina Electrical Safety Manual*





# Professional Training & Certification



## Certification Schools

**Advanced Marina Management School  
(AMM)**

**Intermediate Marina Management School  
(IMM)**



**International  
Marina Institute®**

# Certification



**IMI's Certified Marina Manager's and Certified Marina Operator's certificates (CMM/CMO) are the *only* Marina Manager's certifications recognized globally**

# Certified Marina Manager (CMM) must:



- Have five years marina general manager experience (*full-charge manager*) in a facility that has a minimum of \$1,000,000 in gross revenues *and/or* 100 slips or more
- Spent at least 60% of your time in that general manager's position on: (as specified on the application) satisfying 18 points of 26 point test
  - Executive leadership
  - Financial planning
  - Marketing and Customer Relations
  - Staff Administration
- Completed the CMM pre-requisite training courses (IMM and AMM) and 9-page CMM application
- Supervised at least six employees
- Maintained *active membership in AMI* and state trade association

# Certified Marina Operator (CMO) must:



- *Have three years experience as a full facility manager of a smaller facility or a marina operations manager in a facility that has a minimum of \$500,000 in gross revenues and/or 50 slips or more*
- *Spent at least 60% of your time in that general manager's position on: (as specified on the application) satisfying 14 points of 26 point certification test*
- *Completed the CMO pre-requisite training courses (IMM and AMM) and 9-page CMM application*
- *Maintained active membership in AMI and state trade association*

# More Training & Conferences

- SE Florida Marina Study Tour & regional study tours
- Marina 101
- Safety University Webinar Series
- 1-day topical conference
- CMM Retreats/Roundtable events
- 2-day topical conference (bi-annually Drystack)
- International Marina and Boatyard Conference (IMBC)
- Marina makeover workshop
- Owners Forum



# **Marina 101 – Walk the Docks**

**The Marina 101 course is made up of 9 individual presentations. The presentations give insight of the various aspects in the operations of a marina.**

**Presentations include:**

- day-to-day and seasonal operations,**
- maintenance,**
- emergency preparedness**
- long-term planning**
- financial reports**
- various roles of a marina manager**



# Marina & Boatyard Study Tour

Two-day mobile training course that takes participants on exclusive tours of marinas to provide an in-depth look at the operations of different types of facilities. At the end of each day, attendees participate in a facilitated roundtable discussion and SWOT (strength, weaknesses, opportunities, threats) analysis of each marina. The tour is hosted by world renowned industry leaders who facilitate the discussions and learning experience.



# Safety University



**IMI has partnered with Kellie Crete, is an environmental and health and safety specialist, who heads the Safety & Loss Control Practice for Gowrie Group. This twelve month Safety Webinar Series, being offered the first Wednesday of each month from 12:00pm - 1:00pm EST**

- December:** Confined Space
- January:** Blood borne Pathogens
- February:** Electrical Safety-Lockout/Tagout
- March:** Forklifts, Travelifts, Scissor Lifts, Cranes
- April:** Personal Protective Equipment, Hazard Assessments
- May:** Outside Contractors, Su-contractors and Crews

# **International Marina & Boatyard Conference (IMBC)**



- **Three Day Conference**
- **Pre-conference field trip to area marinas**
- **Highly informative seminars**
- **Professional development**
- **Numerous networking opportunities**
- **Exhibit hall with more than 140 booths & product demos**



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