



Industry Training and Certification

“Professionalize, network, learn”





Today's goals

- # Introduce AMI's training center – IMI
- # The importance of training & certification
- # Certification process
- # Training and certification schedule
- # Sponsorship opportunities



About IMI...

- # Founded in 1986 by Neil Ross, Dennis Nixon, and Paul Dodson to:
- # Provide the marina industry continued education and development opportunities to professionalize.
- # Ensure that the industry remains strong and vital through increased professionalism and training.



IMI's goals

- # **Providing** world-class professional development opportunities to the marina industry globally.
- # **Ensuring** that those professional development opportunities provide consistent learning across geographies.
- # **Supporting** existing and future professional certification programs for marina professionals.
- # **Supporting** a uniform marina management certification program that is globally recognized.



...Professional training & certification in our industry....

- # IMI has been training marina professionals since 1986 and certifying marina managers since 1992.
- # Almost 400 managers, representing many of the top marinas in the world, have successfully completed IMI training and have been awarded the CMM or CMO certifications.
- # Today's numbers are rapidly growing as the demand for highly skilled management increases within the industry.



Marina-Specific Training

Other professional management courses offer basic, inter-industry training, but only IMI provides its students with the customized, marina-specific training necessary to succeed in the competitive marina world.



A professional certification...

- is a designation earned by a person to certify that they is qualified to perform a job.
- indicates that the individual has a specific set of knowledge, skills, or abilities in the view of the certifying body.
- are awarded by professional bodies such as IMI.



IMI's Certification opportunities

- # Certified Marina Manager (CMM)
- # Certified Marina Operators (CMO)



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 **satisfying 18 points of 26 point test**
 - Executive leadership
 - Financial planning
 - Marketing and Customer Relations
 - Staff Administration
- # 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 satisfying 14 points of 26 point certification test**
- # **Maintained active membership in AMI** and state trade association



Global Recognition

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



How to get there

- # Two professional management courses
- # Certification application



International
Marina Institute®

Certification Flow Chart

Definitions

Large Facility	Over 100 slips or \$1.0 million in gross revenue
Small Facility	At least 50 slips or \$500,000 in gross revenue
Full Charge Manager	Meets 18 of 26 points on CMM Experience Test and sits at the highest level of the marina's organization chart
Operations Manager	Meets 14 of 26 points on CMM Experience Test and is a full charge manager of a small facility or manages a segment of a large facility



Certification Prerequisites

- Full Charge Manager: Small facility
- Operations Manager: Large facility
- At least three years marina management experience

CMO becomes
full charge manager of
large facility for at least two years



Certification Prerequisites

- Full Charge Manager: Large facility
- At least five years marina management experience

Advanced Marina Management Course Course Prerequisites

- Full Charge Manager: Small facility
OR
- Operations Manager: large facility at least three years marina management experience

Intermediate Marina Management Course Course Prerequisites

- Full Charge Manager: Small facility
OR
- Operations Manager: large facility at least one year marina management experience



CMO Track



CMM Track



International
Marina Institute®



Intermediate Marina Management School

- # balances relevant management topics coupled with facilitated group discussions.
 - Management and Leadership
 - Marketing with a focus on social media
 - Contract Law
 - OSHA and Environmental regulations
 - Emergency Preparedness



Advanced Marina Management School

- Intensive participatory residency course
 - Public speaking
 - Best Profit Ideas
 - Facility design and retrofits
 - Business strategies for financial success
 - Advanced Marina Law
 - Long lasting network of contacts in the industry



Professional Faculty

- # Marina Law, Contracts, Risks and Liabilities Dennis Nixon
- # Emergency Response Planning, Carl Wolf, CMM
- # Environmental Management, Kelli Crete
- # Leadership and Effective Communication, Pam Lenzion
- # Social Media, Marketing and Branding, Steve Chandler
- # Critical Leadership, Staff Development and Human Resource Management, Jim Schuman
- # Design and Refit, Jim Frye, CMM, Westrec Marinas and former AMI Chair



Experiential test

- # Each applicant must satisfy the review committee that they have performed the minimum required management functions, out of the 26 listed
 - 18 for CMM
 - 14 for CMO
- # during each qualifying period of marina management experience
 - Five years for CMM
 - Three years for CMO



Certification Application

- # Can satisfy the review committee that my marina management experience passes the experiential test.
- # You are a member of AMI.
- # You are an active member in your local marine trade group
- # You have met or will meet these requirements within the next 24 months.



CMM Review Committee's Role

- # Establish, define and revise standards
- # Establish procedures and process
- # Vote on all CMM applicants
- # Develop and administer an appeals process
- # Supervise the CMM code of ethics
- # Develop and enforce guidelines for revoking or decertifying a CMM.



How to apply

- # Download a copy of the CMM/CMO handbook from marinaassociation.org/training
- # Request a mentor
- # Complete the CMM/CMO application
 - Four page application
 - Experience credit form
 - Employment narrative
 - Six letters of recommendation
 - application fee



WHY IS TRAINING AND CERTIFICATION IMPORTANT FOR YOU...



Greater Earning Potential

- # Trained and certified managers:
 - have greater earnings potential and are more competitive in the tight marina job market
 - are projected to earn an average of 25%-45% (median) more than their colleagues, based on experience in other service industries and AMI's wage rate survey.



More Job Opportunities

- ✦ Employers are demanding that managers be certified to ensure their marina properties are run professionally.
 - Required by Navy and Marine Corp, Under consideration by FWS and ACOE
- ✦ Training and certification gets you to the top of the resume pile



Career Advancement, Job Security and Marketability

- # Marina owners and investors see certified managers as being motivated, qualified, professional, and more dedicated and committed to a career within the marina industry.
- # Trained and certified managers are perceived as being most up-to-date in the latest procedures, techniques, industry regulations, and requirements—a most marketable collection of assets.



Job Satisfaction and Ability

- ✦ Trained and certified managers have been provided with the background and knowledge to make wise and prompt decisions in critical situations
- ✦ ...Or know where to get the answers to the everyday situations though their peer networks



Networking with Colleagues

- # Through the process of obtaining a certification, most managers acquire networking contacts and tight peer relationships.
- # Colleagues from around the world share tips and information with one another, ensuring that each is up to speed with the latest technologies, processes, and regulations.
- # This knowledge network supports the professionalism of a highly qualified, respected, and able manager.



Instant Recognition

- # Training and certification creates confidence that the people you want to impress—employers, peers, bankers, investors, etc.—will know it means you’ve distinguished yourself as an outstanding professional.
- # Professional certification is a highly prized mark of distinguished achievement among practicing professionals and the CMM and CMO programs are the only Marina Management Certification programs recognized globally.



Invest in your staff to protect your investment & minimize risk

Can you afford NOT to train your managers properly?

- ✦ Fines assessed for OSHA violations - \$7,000 ea.
- ✦ Individualized contract review by Maritime Law specialist Dennis Nixon - \$2,500 value
- ✦ Average legal and court costs associated with a human resource claim - \$25,0000
- ✦ Daily EPA fine for non-compliance - \$35,000
- ✦ Refined leadership skills = more productive staff



Bankers, Owners and Insurance Reps....

Why Invest in CMM/CMO run facilities...?

- # CMM/CMO pre-requisite training prepares them to handle critical situations which often translates to **lower risk**
- # CMM/CMO recipients are more competitive, motivated, and career-oriented individuals
- # Fewer accidents translates to lower risk and lower insurance rates
- # CMM/CMO marina professionals see marina work as a career, not just a job.
- # CMM/CMO have easy access to an unparalleled industry resource through the global network



Other professional training opportunities



Boat yard and study tour

- # Two day mobile training in SE Florida
- # Exclusive tours of area marinas
- # Attendees perform SWOT analysis in group format on each facility
- # Hosted by renowned industry leaders



Marina 101

- # This 4-hour marina industry introduction course is for:
 - individuals, with little or no marina experience, looking to enter the industry
 - Government officials who manage marina contracts or marina management staff



Marina Make-Over

- # Two day event in central location
- # Present marina case studies showcasing several marinas
- # Organized process to complete a redesign of those marinas
- # Exclusive access to vendors and experts



Special courses/conferences

- # 1-day topical conference
 - Social media marketing
- # CMM Retreats/Roundtable events
- # 2-day topical conference
 - Drystack
- # International Marina and Boatyard Conference (IMBC)
- # Owners Forum



You Know What You Need to Know About Boats...

Let IMI® Teach You the Rest.

Marina businesses have evolved into sophisticated, capital-intensive, highly regulated enterprises that require top professional management.

2016

10 th Annual South FL Marina Study Tour	Fort Lauderdale, FL	Nov 1 – 2
Marina 101	Miami, FL	October 31
10 th Annual Study Tour	Miami, FL	Nov 1 – 2
Intermediate Marina Management	Fort Lauderdale, FL	Nov 6 – 10
Advanced Marina Management	Jacksonville/St. Augustine, FL	Dec 11 – 16



International Marina Institute® • 50 Water St. • Warren, RI 02885 • 401-247-0314
MarinaAssociation.org • IMITraining@MarinaAssociation.org

2017

IMBC	Fort Lauderdale, FL	Jan 25 – 27
Intermediate Marina Management	Pacific Northwest	Feb 19 – 24
Advanced Marina Management	Charleston, SC	Feb 26 – Mar 3
Marina 101	Fort Lauderdale, FL	Oct 30
11 th Annual Study Tour	Fort Lauderdale, FL	Oct 31 – Nov 1
Intermediate Marina Management	Fort Lauderdale, FL	Nov 5 – 10
Advanced Marina Management	Jacksonville/St. Augustine, FL	Dec 10 – 15

2018

IMBC	New Orleans, LA	Jan 31 – Feb 2
------	-----------------	----------------

Endorsed by:



**International
Marina Institute**



In development

- # IMM course on the West Coast designed with affiliate partners
 - **February 19-23, 2017 in Seattle WA**
 - Build a West Coast faculty
- # Online OSHA webinar series
- # Three-part Marina 101 webinar series targeting federal employees who work with marinas
- # Work with MYMIC to present webinars for seasonal staff in English and Spanish
- # Customized training to marina management groups



Scholarship funding



Neil Ross Scholarship

- Formed in recognition of the numerous contributions that Neil Ross has made to the Association of Marina Industries and to the marina industry overall.
- Annually AMI will select two MTA's annually to receive \$1,000 award
- Used towards AMI training and educational events
- Each MTA will then select an individual to receive award



HydroHoist Marine Group Scholar Award



- # ***\$1000.00*** for a marina owner/and or marina employee and/or their children.
- # The award can be used for tuition, books, or other related education needs.
- # This scholarship can also be used to fund attendance at any IMI educational course.





For more information contact:

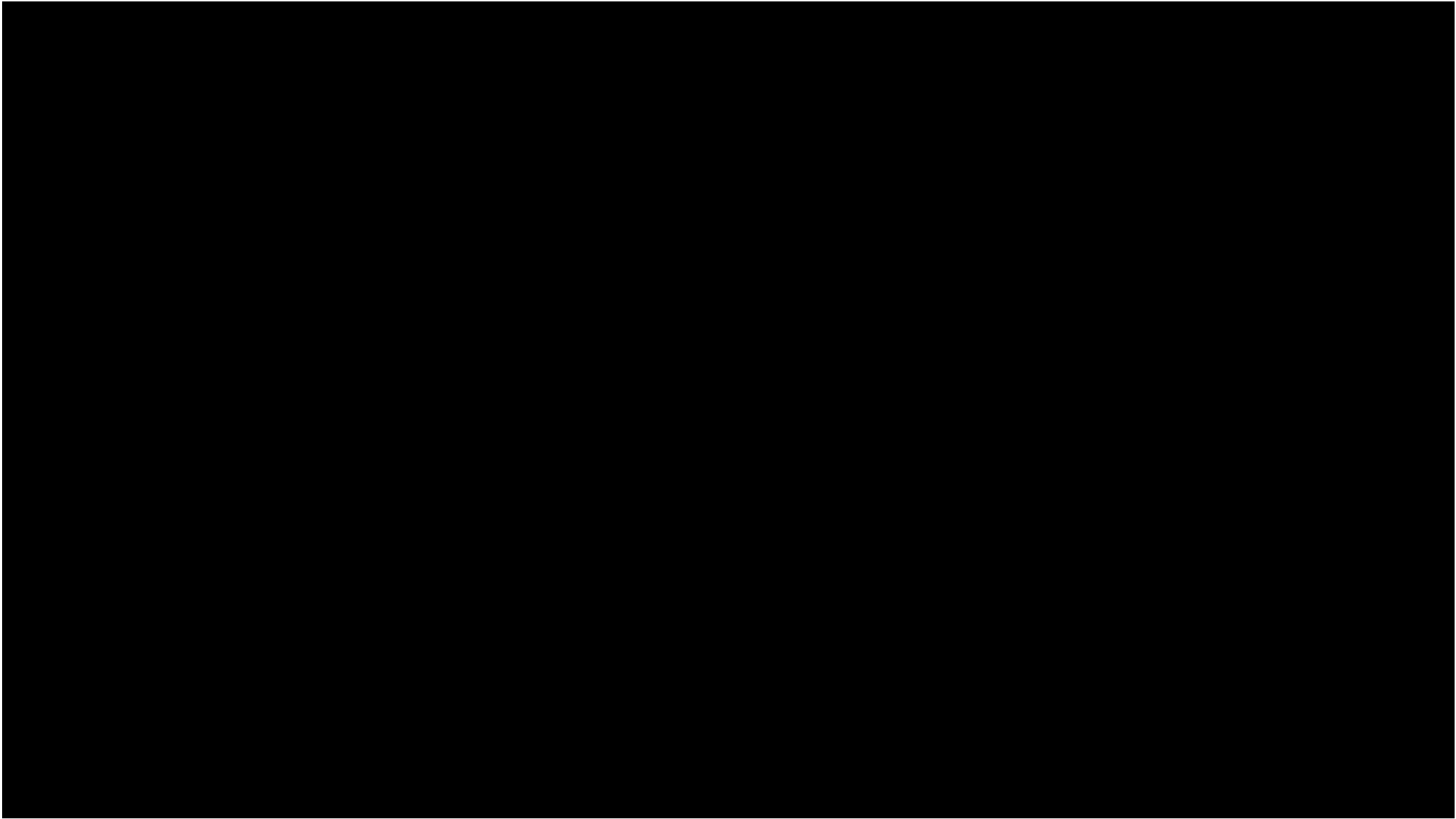
International Marina Institute (IMI)

Merritt Alves, 50 Water Street, Warren, RI 02885, 401-247-0314

imitraining@marinaassociation.org

www.marinaassociation.org/training







Some questions for you...

- Are you looking for the best job in the best market for the best salary?
- Are you looking for business contacts in your own as well as other boating regions?
- Are you looking for professional colleagues with whom you can openly share experiences and ideas?



Did you answer yes?

It is time to consider training
and certification opportunities



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 CMO application
- # Maintained **active membership in AMI** and state trade association