

# Presentation to PCC

Eric Kretsch

Legislative Coordinator

April 18, 2019



# Agenda

- About myself
- About AMI
- Affiliate partnership program
- Upcoming training and certification
- Current legislative priorities
- Questions

# About myself





- Was formed in 2005 by the Merger of MOAA and IMI
  - International Marina Institute (IMI) formed in 1985 in Rhode Island to train and certify marina managers
  - Marina Operators of Association of America (MOAA) was formed in 1992 to advocate for a domestic legislative and regulatory agenda
- Represent over 1000 members in the United States and abroad (Canada, Caribbean, Middle East)
- Supported by a full time staff based in RI

# AMI's Overall Strategic Goals

1. AMI is recognized nationally as the **expert and voice** for the marina industry.
2. AMI is the recognized worldwide **source of information** about the marina industry.
3. Ensure that **IMBC continues to be *THE*** marina industry event that all owners, operators and vendors, both domestic and international, must attend.
4. Provide high level professional **training and certification** opportunities to the marina industry.

# AMI's affiliate program

- How it works:
  - Open to state and regional trade associations
  - Offer a bulk membership discount to all of PCC's marinas
  - Discount depends on all of PCC's marinas joining AMI at once and renew annually
  - Instead of paying AMI individual membership dues (\$300 and \$550), pay reduced fee (generally 60% discount) as part of affiliate program
- Why are we doing this?
  - Our goal is to grow membership so that our industry has a louder voice at the federal level
- Fine print
  - Does not include vendors or marinas that are part of a corporate membership
  - Existing individual AMI marina members are eligible to join through affiliate

# AMI Affiliates



# Why are you a partner?

- Access to professional training and certification programs
- Participation in the marina industry's leading and only national advocate group
- Access to services, information, and networking not provided by PCC



# Other benefits

- Seat on national board, influence national agenda
- National monitoring, state support
- Increase in the programming and services offered to members
  - Co-branded, customized
- Access to national network of speakers and experts
- Access to AMI-PCC joint membership drive
- More marketing horsepower to keep and grow membership
  - Combined potential lists
  - Direct calling
  - Access to AMI's marketing material

# Upcoming training courses

- Intermediate Marina Manager (IMM) Course
  - June 23 – 27, 2019 Ft. Lauderdale, FL
- Current monthly webinar
  - Marina Electrical Series with Ed Lethert
  - Next in the series:
    - *“Clamping” shore cords*; May 1, 9-10am PST
    - *Trouble shooting the problem boat*; June 5, 9-10am PST

# Current national priorities

- 2017/2020 National Electric Code
- Infrastructure
- E-15 year-round sales
- Workforce development

# 2017/2020 NEC

- AMI submitted multiple comments on the 2017, helped move through TIA 1348.
- AMI sent two experts to 2020 code making panel meeting
- Recently, NEC draft was released
  - Favorable outcome for marinas
- Action saved marinas hundreds of dollars per slip required updates

# Infrastructure

- Interest in two current infrastructure bills
- Developing partnership with the National Working Waterfront
- Priorities:
  - Maintain working waterfronts
  - Access to BIG and CVA funding
  - Dredging of small harbors

# E-15 Year Round Sales

- EPA released rule allowing for year round E-15 sales
- Our response:
  - Drafting a comment paper to submit along with other national associations
  - Joined a biobutanol coalition

# Workforce development

- Support professional development through out training and certification courses.
- Understand that retaining good employees is as essential to your business as recruiting new ones –
  - Working to develop career path training opportunities for marina personnel, so that they have training throughout their career in the boatyard marina industry
  - Basic marina operations manual, increasing the number of webinars we have, etc.

# Questions?

Eric Kretsch

Legislative Coordinator

Association of Marina Industries

EKretsch@MarinaAssociation.org

202-350-9623

