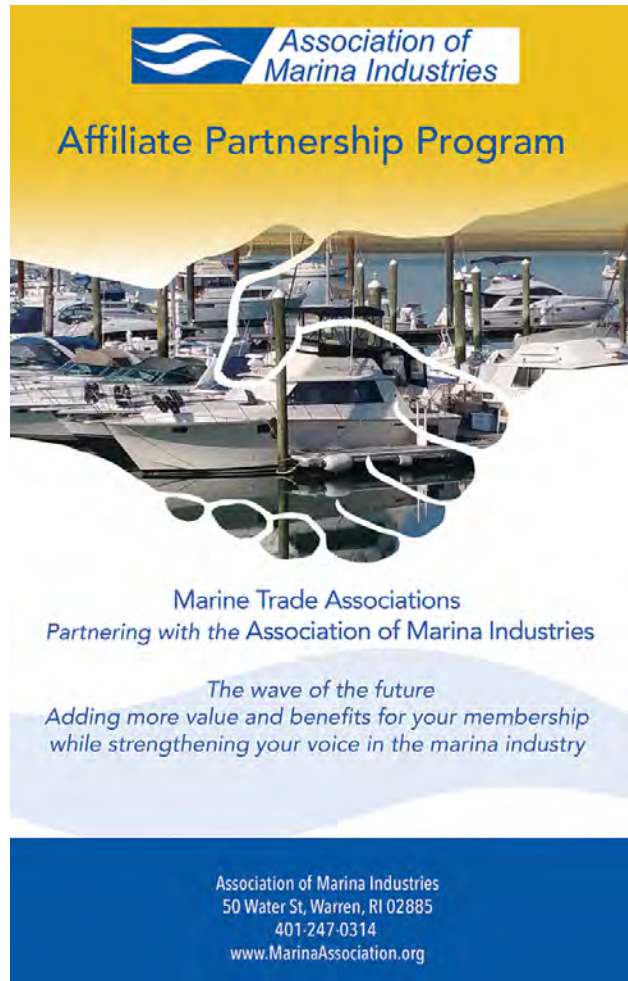




# AMI Membership Benefits



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

# AMI Membership



- Over 1,000 members strong
- Marina members represent 75% of our membership
- Affiliate partnerships with Pacific Coast Congress, Boating BC, Marina Association of Texas, Midwest Marina Association, Virginia Marine Trade Association, & Wisconsin Marina Association
- Navy, US Marine Corps

# Economic & Industry Data

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

- In 2018-19 AMI Released:
- 2018 Marina Trends Report
- 2018 Financial Benchmark Report

## Other Reports available

- 2017 Wage Rate Report
- 2018 Marine Operations and Infrastructure
- 2018 Marina Economic Impact Report and Infographics



# Current survey(s) open:

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

## **Marina Rates and Infrastructure Survey**

- Final report will include information on marina dockage rates, infrastructure improvements, infrastructure ages at time of improvement
- If you complete the survey, you get a free copy of the final report, due in January 2020
- Visit [www.marinaassociation.org/ami-surveys](http://www.marinaassociation.org/ami-surveys) to take the survey



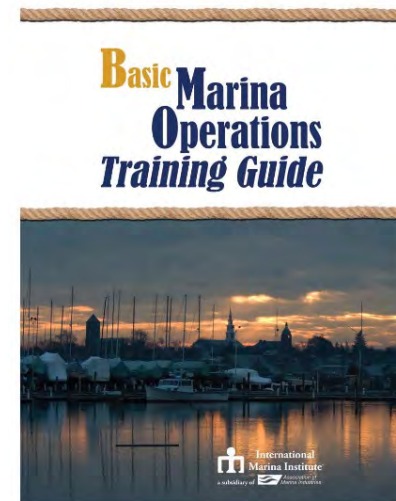
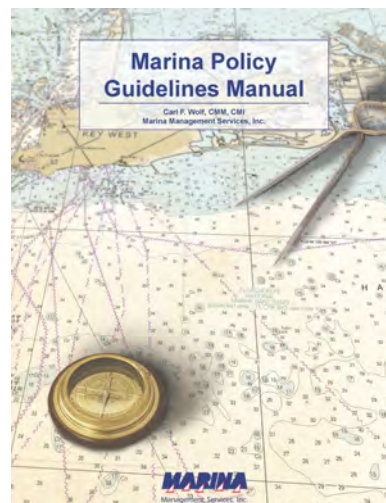
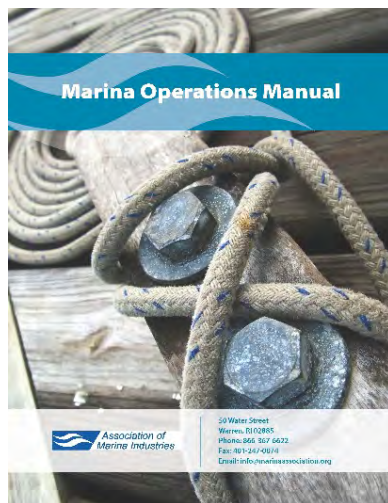
# Industry News & Resources

- NewsWatch
- Advocate
- Publications:

*Marina Operations Manual*

*Basic Marina Operations Training Guide*

*Marina Policy Guidelines Manual*





# Monthly Webinar Series

**1<sup>st</sup> Wednesday of each Month**  
**12:00pm – 1:00pm EST**





# 2019 Webinars Topics

- **Shore Power & National Electrical Code**
- **Ground-Fault Protection in the Marina; What is it and why is it now required?**
- **Clamping Shore Cords; A Valid & Important Exercise**
- **Troubleshooting the Problem Boat (for technical/service staff)**
- **Electric Shock Drowning, The Marina Perspective**
- **Ground-Fault Systems – The Good, The Bad, and the Ugly**
- **Marina Drownings, Life Rings, and Safety Ladders**
- **Guidelines and Changes for Marina Electrical Codes**



# Professional Training & Certification



## Certification Schools

**Advanced Marina Management School  
(AMM)**

**Intermediate Marina Management School  
(IMM)**

# Intermediate Marina Management Course (IMM)

- New ways of dealing with the issues and challenges common throughout the industry
- Full contract review to provide proper contract language to significantly reduce risk of liability to your facility
- Leadership guidance to successfully manage and grow your staff
- Guidance on Human resource management to reduce your risk of lawsuits
- Policies for best practices in emergency preparedness to protect your staff, facility, and marina assets
- Exposure to OSHA and Environmental regulations that are industry-centric and critical in protecting your facility from crippling fines and your staff from life-altering injury
- Direction on marketing and branding your facility and how to use social media to self-promote
- An invaluable network of industry-leading peers
- New perspective and fresh approach to management and leadership that will benefit a facility in its entirety
- Field trip to inspect and critique nearby marinas

# Course Schedule:



- |                       |                          |
|-----------------------|--------------------------|
| ➤ November 3-7, 2019  | Fort Lauderdale, Florida |
| ➤ December 1-5, 2019  | Barrie, Ontario          |
| ➤ February 9-13, 2020 | Seattle, Washington      |
- Fee: \$2,995 (includes four nights of lodging, opening reception, closing dinner, and breakfast, breaks and lunch daily and study tour of local marinas)
  - Course runs Sunday – Thursday

# Advance Marina Management (AMM) Course

- Marina profit-center management
- Strategic Planning
- Marina-operations techniques
- Marina law, contracts and liabilities
- Facility design & retrofits
- Improving the quality and value of marina services
- Best profit ideas
- Business strategies and financial management
- Financial Benchmark ratios and analysis
- Marina marketing, promotion and pricing
- Team lead re-development case study of a local marina, resulting in a re-design presented to local facility managers and owners.

# Course Schedule:



- December 13-18, 2019      Jacksonville, Florida
  - February 23-28, 2020      Charleston, South Carolina
- 
- Fee: \$3,495 (includes five nights of lodging, opening reception, closing dinner, and breakfast, breaks and lunch daily)
  - Course runs Sunday – Friday

# Certification



**AMI'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*

# International Marina & Boatyard Conference (IMBC)

A blue banner for the International Marina & Boatyard Conference (IMBC). On the left, it says "THE LEADING MARINA & BOATYARD CONFERENCE" above the large "IMBC" logo, with the website "marinaassociation.org/imbc" below. In the center, a diamond-shaped inset shows a marina scene with a white anchor logo containing a dollar sign, with the text "SAFE HARBOR MARINAS" and "Title Sponsor" below it. On the right, it says "JANUARY 14 - 16, 2020" and "Greater Fort Lauderdale/Broward County Convention Center, Fort Lauderdale, FL". A small logo for the "Association of Marina Industries" is in the top right corner.

THE LEADING MARINA & BOATYARD CONFERENCE

# IMBC

[marinaassociation.org/imbc](http://marinaassociation.org/imbc)

SAFE HARBOR MARINAS  
Title Sponsor

**JANUARY 14 - 16, 2020**  
Greater Fort Lauderdale/Broward County  
Convention Center, Fort Lauderdale, FL

owned and produced by  
Association of  
Marina Industries

- Three Day Conference
- Pre-conference field trip to area marinas
- Pre-conference Marina 101 Course
- Highly informative seminars
- Professional development
- Numerous networking opportunities
- Exhibit hall with more than 140 booths & product demos

# Questions?

**Membership Benefits: Merritt Alves**

[malves@marinaassociation.org](mailto:malves@marinaassociation.org) – 401-682-7340

**Training & Certification: Merritt Alves**

[malves@marinaassociation.org](mailto:malves@marinaassociation.org) – 401-682-7340

**Legislative & Outreach: Eric Kretsch**

[ekretsch@marinaassociation.org](mailto:ekretsch@marinaassociation.org) 202-350-9623

**International Marina & Boatyard Conference (IMBC): Kayce Florio**

[imbc@marinaassociation.org](mailto:imbc@marinaassociation.org) – 401-396-4034



*Association of  
Marina Industries*

***The*** Voice of the Marina Industry

