



The Landing School

FOR IMMEDIATE RELEASE

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Industry Partners Offer Marine Service Management Course

MMT ABBRA offer joint training opportunity in 2012

Warren, RI—The American Boat Builders & Repairers Association (ABBRA), in partnership with the Maine Marine Trades Association (MMTA) and The Landing School, has confirmed the popular Marine Service Management (MSM) course will run in March, 2012. The next MSM course is scheduled for March 1–3, 2012, at the Landing School in Kennebunkport, Maine.

“We received great feedback from MSM attendees after the 2010 course and couldn’t wait to offer it again. The partnership between the Landing School, MMTA, and ABBRA will help us all towards our goal of professionalizing the Marine Service industry” says Susan Swanton Executive Director of the MMTA.

Now in its ninth year, ABBRA’s MSM class caters specifically toward professionals in boatyards and marine service and repair centers. ABBRA’s expert instructors present MSM participants with pointers in such nontechnical topics as human-resource development, financial controls, customer relations, codes and standards, marketing and sales, and more. The MSM is also a prerequisite to obtain ABBRA’s Certified Marine Service Manager designation, the only credential of its kind in the marine industry.

An early registration fee of \$990 is available until January 15, 2012. After this date the fee will increase by \$100 to \$1,090. A full brochure and registration form are available at <http://www.abbra.org/service-management>. Further information is also available by calling Jessica in the ABBRA office at 401-247-0318.

ABBRA: Dedicated to the Marine Service and Repair Industry.

The American Boat Builders & Repairers Association (ABBRA), founded in 1943, strengthens and encourages professionalism in the boat building and marine service industry by providing its members with timely information, training, education, and business services.

MMTA: The **Maine Marine Trades Association** promotes the growth and prosperity of the marine industry in Maine through its commitment to education and training and the promotion of best management practices focused on the environment and worker safety and health.

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