

Marine Service Management Course

Roscioli Yachting Center
Fort Lauderdale, FL
March 28–31, 2010



Course Objectives:

The Marine Service Management School is offered by the American Boat Builders and Repairers Association (ABBRA). This course is designed to meet the needs of Boatyards and Marine Service Centers by providing management training for individuals presently working in, or working toward leadership roles. The school was first held in January of 2002, and is based on the Intermediate and Advanced Marina Management (AMM) Courses which have been offered by the International Marina Institute (IMI) since 1985. This course is a prerequisite to obtain a Certified Marine Service Manager Certification which has been offered by ABBRA since 2004.

Length of Course:

An opening reception commences the course on Sunday, March, 28th at 6:00 PM. This gives students an opportunity to get to know each other and their facilities. Class sessions begin with housekeeping at 8:00 AM Monday morning, and continue until mid-afternoon Wednesday, March, 31st.

Instructors:

The American Boat Builders and Repairers Association have gathered a highly qualified faculty of marine service and marina industry professionals, including Tim Timpson, CMM, Marina Resource, LLC, Jim Bronstien, President, Marine Business Advisors, Kellie Thornell-Crete, CEO, Ink, Inc., and Dennis Nixon, Associate Dean, University of Rhode Island.

Who Should Attend, and Why?

The most important benefit from attending these courses is the exposure to new ways of dealing with the issues and challenges which are common throughout the industry. Learning about policies and practices that have been successful in other leading facilities fosters the development of new solutions to management problems. Above all, the intensive participatory nature of these residency courses will establish a long lasting network of contacts in the industry, a major benefit for years to come.

Graduates of these courses return to their facilities with a fresh approach to management.

Venue Information:

The course will be held at Roscioli Yachting Center, Fort Lauderdale, FL. Hotel arrangements will be the responsibility of course participants. Please contact ABBRA for a list of recommended area hotels. Flight arrangements should be made to Fort Lauderdale/Hollywood International Airport (FLL).

Well Worth the Cost:

Tuition: The fee for ABBRA or IMI members is \$1,749. The fee for non-members is \$2,249. Course fee includes lunch daily, one group dinner, an opening reception, all course texts and handouts, and technical consultation with faculty. The initial deposit of \$750 will hold your seat, with balance due March 1, 2009.

APPLICATION, REGISTRATION & PAYMENT DETAILS

To reserve a seat in this school

Fill out the application form in this brochure, and forward to ABBRA with a check for \$750. Should your application not be accepted, both the check and reasons for denial will be returned within two weeks.

No application is complete until you have submitted ALL the required information, as follows:

- The completed application form
- Your resumé and facility description
- A deposit in accordance with the payment schedule listed below, which will bring your payment total to the amount required by each due date.

Payment of Fees:

- Until March 1, 2010 a deposit of \$750 is sufficient deposit to hold your seat in the course, once you have been accepted. This deposit must be paid with your application.
- As of March 1, 2010, payment in full of all fees is due.

Method of Payment:

- The payments may be made by credit card. ABBRA accepts ONLY VISA or MasterCard.
- Checks should be made payable to ABBRA, payable in US Dollars and drawn on a US Bank.

Cancellation and Refund Policies:

A refund of fees paid will be made if ABBRA receives your cancellation in writing no later than March 1, 2010, LESS a service fee of US \$250. After this date refunds will only be made if your seat in the course has been resold. Your registration is fully transferable to some one else in your company ONLY if they fully meet the admission requirements of the course.

For More Information:

Visit the ABBRA Web site: www.abbra.org, or contact by telephone: 1-401-247-0318; by fax: 1-401-247-0074 by e-mail: info@abbra.org



Marine Service Management Course

SAMPLE AGENDA

March 28–31, 2010
Roscioli Yachting Center, Fort Lauderdale, FL

Day 1

6:00 PM ABBRA Sponsored Opening Reception

Day 2

8:00 AM Daily Introduction & Housekeeping, Mark Amaral, Managing Director, ABBRA
8:15 AM Customer Service/Marketing Mix, Kirby Scheimann, CMM, Marinas International
11:00 AM Emergency Management, Tim Timpson, CMM, MarinaResource, LLC
12:00 PM Lunch
1:00 PM Emergency Management (continued), Tim Timpson, CMM, MarinaResource, LLC
2:00 PM Personal Development, Pam Lenzion, MarineTec Management
5:00 PM Adjourn, dinner on your own

Day 3

8:00 AM Daily Introduction & Housekeeping, Mark Amaral, Managing Director, ABBRA
8:15 AM Environmental/Health and Safety, Kelli Thornell-Crete, Ink, Inc.
12:00 PM Lunch
1:00 PM Job Estimating, Jim Bronstien, Marine Advisors
3:30 PM Warranty/Case Study Presentation, Jim Bronstien, Marine Advisors
5:30 PM Adjourn, ABBRA sponsored Group Dinner

Day 4

8:00 AM Daily Introduction & Housekeeping, Mark Amaral, Managing Director, ABBRA
8:05 AM Warranty/Case Study Presentation (continued), Jim Bronstien, Marine Advisor
10:00 AM Marina Law, Dennis Nixon, University of Rhode Island
12:00 PM Lunch
1:00 PM Marina Law (continued), Dennis Nixon, University of Rhode Island
2:00 PM Marine Service Industry at 60,000 ft, Mark Amaral, Managing Director, ABBRA
3:00 PM Evaluations/Graduation
4:00 PM Course concludes



Application for Admission
Marine Service Management Course, March 28-31, 2010, Fort Lauderdale, FL

Please print

Applicant's Name _____ Title _____

Company _____

Address _____

Telephone _____ Fax _____ E-mail _____

ABBRA Member: Yes ___ No ___ Joining now ___ *(Add ABBRA member dues to your deposit)*

Applicant's Background: IMPORTANT - Attach your resumé with experience details

Boating business management experiences:
Marina/boatyard ownership _____ years
Marina/boatyard manager _____ years
Other boating business experience _____ years *(please describe fully in resumé / C.V.)*
Other business experiences: *(please describe fully in your resumé or Curriculum Vitae, give exact title and responsibilities)*

Education and training: *(briefly include: any university degree, management/trade association courses, certificates, etc., and give details in your resume.)*

Active memberships in professional/civic organizations: *(include industry associations)*

Please state why you want to attend this course:

Marina/Boatyard Description: Important - Enclose marina organizational chart & marina photographs

Do you consider your current marine business primarily a: marina ___ boatyard ___ combination of both ___
other *(please describe)*: _____

Total number of full time employees: year round _____ in boating season _____

Marina/boatyard area: Land _____ Number of boats capacity _____ Wet berths _____ Moorings _____ Dry berths _____

Type of boats: % sail _____ % power _____ Size range _____ to _____ m.; average = _____ meters.

Services: fuel ___ slipway/hauling ___ boat/engine repair ___ boat rentals ___ boat building ___ new boat sales ___
chandlery/store ___ brokerage ___ restaurant ___ electronics ___ lodging ___ others _____

Return Application and Payment:

Full payment of all fees is due by March 1, 2010

Payment is being made by: Check ___ Credit Card ___ *(see below)*

Please charge my credit card (VISA or MasterCard ONLY) in the amount of _____ US Dollars.

Card Number _____ Expiration Date _____

Name of card holder: _____ Signature _____

Billing Address *(if different from above)* _____

Send to: ABBRA, 50 Water St. Warren, RI 02885
E-mail: info@abra.org Phone: 401-247-0318 Fax: 401-247-0074