Greetings,

The last quarter of the year has been busy with the final planning, execution and success of the 42nd Annual MRA Educational Conference and Trade Show that took place November 12th - 14th at the Fess Parker - a Doubletree Resort by Hilton in Santa Barbara. This year's topics and speakers were some of the best to date. The trade show, which sold out in mid-August, brought an opportunity to add a few new vendors outside the entrance. Overall, the comments have been very positive!

At the start of the conference, elections were held which included the addition of three new board members; Jessica Gorman of Driscoll Management
Inc., Lisa Rogers of Skippers Cove Marina, and Bill Schmicker of Pegasus. Welcome aboard! We look forward to having new input and ideas from you. As we welcome our new board members, I would also like to express my gratitude to Chris Lauritzen of Lauritzen’s Yacht Harbor for his many years of service to the Board. Chris joined the board in 2002 and held the position of Regional Vice President for the California Delta during this time. Thank you for your many years of volunteered service!

This year’s elections also included a new President; Kevin Ketchum of California Yacht Marina. As I turn the position over, please know that it has been my pleasure to serve as your President over the past two years. The MRA is a wonderful organization that is growing each year to become a stronger voice for the marina industry.

My very best to all,
Patrick J. Bagan

Happy New Year,

When the clock strikes twelve on December 31st people all over the world will cheer and wish each other a very Happy New Year.

The New Year symbolizes the start of a better tomorrow. Now is the time to spread happiness and let this New Year be better than all others. Call up a forgotten friend and invite them over to your boat or marina. Vow to do some of the things you’ve always wanted but chose not to find the time - go fishing with your friends or take them boating. Drop an old grudge and replace it with some pleasant boating memories. Vow not to make a promise you don’t think you can keep. Make the most of 2014.

Spend time on the water, walk tall and smile more - You’ll look ten years younger. And perhaps most importantly, don’t forget that boating is about having fun.
On behalf of the MRA Board of Directors, I wish you a Happy New Year filled with joy and success.

Sincerely,

R. Kevin Ketchum
President

Call for Presentations
43rd Annual MRA Educational Conference & Trade Show

The Marina Recreation Association is releasing a Call for Presentations for the 43rd Annual MRA Educational Conference and Trade Show. The conference will be held the first or second week in November 2014 with the location to be announced in February 2014. You are invited to participate in a conference that has drawn countless industry professionals every year.

Presenters interested in being part of this year's conference are encouraged to submit their proposals for consideration. MRA offers two days of wide-ranging seminars for its members as well as others related to the marina industry including boatyards, government agencies and many more. Seminars are held on Wednesday and Thursday and are usually 50 minutes in length. The trade show will remain open Tuesday night through Thursday afternoon giving attendees, exhibitors and speakers alike every opportunity to network and mingle.

Presenting at MRA's Educational Conference and Trade Show provides the opportunity to reach hundreds of professionals, in the marina industry,
throughout the Western States. By participating as a speaker, this puts you and your company in a position, as industry leaders, to share your expertise and knowledge to help raise the level of awareness and understanding on many subject matters to those who need the information most.

MRA continually seeks seminar courses that bring unbiased and new information about emerging concerns and their potential effect on the industry.

Submit Your Proposal
Presentations must be submitted no later than **Tuesday, January 14, 2014**. Submissions must be received via email to timms@marina.org and must include the title of the presentation, a brief overview of the subject matter along with an outline.

Review Process
MRA will review submitted proposals at the Board of Directors’ Annual Planning Meeting and will notify presenters of their status no later than Friday, February 27, 2014.

DBW Begins Controlling Water Hyacinth

**DBW Begins Controlling Water Hyacinth with Mechanical Harvesting**

California State Parks Division of Boating and Waterways (DBW) began mechanical harvesting of water hyacinth in parts of the Delta. Harvesting will continue until the beginning of next year's herbicide treatment season (early March).

The focus of the mechanical harvesting will be at various locations including Stockton's Marina and Waterfront, Village West Marina, Fourteen Mile Slough, Rivers End Marina, Old River, Whiskey Slough, Weatherbee Lake, as well as various adjacent areas where water hyacinth has
travelled and is impairing navigation.

DBW recognizes the challenges it has with water hyacinth, and its impact to the public. In an effort to continue providing an essential public service, new treatment methods and chemicals are continually being considered. Mechanical harvesting is an alternative tactic for DBW that is in compliance with federal permits to deal with this invasive aquatic plant. Site selection for this new removal method for this year was made after the completion the herbicidal treatment season (November 30) by DBW crews who physically surveyed sites for areas most impacted by the invasive plant, and of which navigation was impaired or completely blocked.

The division operates a control program, not an eradication program. Eradication of water hyacinth from the Delta is impossible. Seed production from water hyacinth has established a high seed bank in the sediment. Seeds will continue to germinate even if all surface plants have been removed from the water. Seeds cannot be removed easily and have been reported to survive up to 15-20 years in dried mud.

For more information on DBW's Water Hyacinth Control Program, visit www.dbw.parks.ca.gov.

The Bay Delta Conservation Plan (BDCP) Begins Public Review and Comment Period

The 120-day public review and comment period for the Draft Bay Delta Conservation Plan (BDCP) and BDCP Draft Environmental Impact Report/Environmental Impact Statement (EIR/EIS) begins December 13, 2013, in accordance with the California Natural Community Conservation Planning Act (NCCPA), the federal Endangered Species Act (ESA), the California Environmental Quality Act (CEQA), and the National Environmental Policy Act (NEPA). The public review and comment period will close on April 14, 2014. Learn more about the public review period here.
The Draft BDCP is a 50-year Habitat Conservation and Natural Community Conservation Plan (HCP/NCCP) that intends to help meet California's co-equal goals for the Sacramento-San Joaquin Delta: water supply reliability and ecosystem restoration. The Draft BDCP intends to restore and protect water supply, water quality, and ecosystem health through new and/or modified water conveyance facilities and modified operations of the State Water Project and federal Central Valley Project. The Draft BDCP also intends to create, protect, restore, and enhance habitat for native fish, wildlife, and plants within the Delta, and includes specific and program-level actions and adaptive management to address other ecological stressors.

The BDCP Draft EIR/EIS evaluates the proposed BDCP action, a no action alternative and 15 other action alternatives with different combinations of water conveyance and operations, and habitat restoration. The Draft EIR/EIS identifies potential impacts, benefits and mitigation measures.

During the comment period, written comments may be submitted via:

- Mail or hand delivery to Ryan Wulff, National Marine Fisheries Service, 650 Capitol Mall, Suite 5-100, Sacramento, CA 95814
- Email to BDCP.comments@noaa.gov
- At a public meeting (see below)

You are invited to attend one of the twelve public meetings being held throughout California in January and February 2014 to learn more about the draft documents and submit comments.

- FRESNO - Wednesday, January 15, 2014 - 3pm-7pm Fresno Convention and Entertainment Center 848 M Street Fresno, CA 93721
- BAKERSFIELD - Thursday, January 16, 2014 - 3pm-7pm Four Points by Sheraton 5101 California Ave., Bakersfield, CA 93309
- STOCKTON - Tuesday, January 21, 2014 - 3pm-7pm University Plaza Waterfront Hotel, 110 Fremont St., Stockton, CA 95202
- SAN JOSE - Wednesday, January 22, 2014 -
3pm-7pm San Jose Marriott 301 S Market St., San Jose, CA 95113

- REDDING - Thursday, January 23, 2014 - 3pm-7pm Red Lion Hotel 1830 Hilltop Drive, Redding, CA, 96002
- FAIRFIELD - Tuesday, January 28, 2014 - 5pm-9pm Hilton Garden Inn 2200 Gateway Court, Fairfield, CA 94533
- WALNUT GROVE - Wednesday, January 29, 2014 - 5pm-9pm Jean Harvie Community Center 14273 River Rd., Walnut Grove, CA 95690
- SACRAMENTO - Thursday, January 30, 2014 - 3pm-7pm Sheraton Grand Sacramento Hotel 1230 J St., Sacramento, CA 95814
- LOS ANGELES - Tuesday, February 4, 2014 - 3pm-7pm Los Angeles Convention Center 1201 S. Figueroa St., Los Angeles, CA 90015
- ONTARIO - Wednesday, February 5, 2014 - 3pm-7pm Ontario Convention Center 2000 E Convention Center Way, Ontario, CA 91764
- SAN DIEGO - Thursday, February 6, 2014 - 3pm-7pm San Diego Convention Center 111 West Harbor Drive San Diego, CA 92101
- CLARKSBURG - Wednesday, February 12, 2014 - 3pm-7pm Clarksburg Middle School 52870 Netherlands Rd., Clarksburg, CA 95612

Employee Relations

14 STEPS TO SUCCESSFUL TERMINATIONS

By Larry Levy
1. Ensure all your policies, procedures and benefits are clearly documented in an employee handbook. Yes, your handbook needs to be updated once every three years. Why? The employment laws change on a regular basis.

2. Consider including in your employee handbook an arbitration agreement. Simply put, an arbitration agreement is a written agreement where both your employees and you agree to submit any unresolved disputes to an outside arbitrator. It can be more expeditious and financially cheaper than a law suit. No, you cannot enforce your current employees to adhere to the agreement but all new employees must understand that this is a condition of employment.

3. Ensure that you identify your business as an At-Will employer. This is a legal term that states that employment at your company is At-Will and that means that your employees may resign anytime they want; they do not have to provide you any advance notice and they do not have to provide you with a reason for their resignation. Furthermore, you as the employer have the same rights, e.g. you can terminate an employee anytime you wish, without advance notice and without providing a reason. Make sure there is At-Will language in your job application, performance evaluation, employee warning notices and employee handbook.

4. If you sense trouble with the employee you plan to terminate please consult with me in advance of the termination.

5. Maintain complete records on all your employees. Records should include resumes, applications, performance reviews, W-2's, W-4's, letters of reference, job offers, offer letters, job descriptions and any forms that were signed by the employee at the beginning of their employment.

6. Document all job objectives on the job description. The job description should identify the standards of a) what the employee is to do, b) the order in which they are to do it, and c) how they are expected to do it. Make sure that each job
description is tailored to each position so you can evaluate each employee's performance against the standards.

7. Conduct performance evaluations on a scheduled basis. Performance evaluations are very important and have the following purposes:

   a) The evaluation is the determination of an employee's value to the company. It documents the company's judgment of how well the employee is doing in his/her job.

   b) The evaluation is a written document that summarizes the supervisor's judgment about how well -- not well the employee is doing in attempting to achieve the job objectives assigned to him or her.

   c) The evaluation should document the employee's strengths as well as their developmental needs. It should also document the supervisor's action plan for helping the employee achieve those performance objectives.

   d) The performance evaluation may also be used for any of the following reasons:

      · Wage or salary increases
      · Job transfers
      · Promotions
      · Demotions
      · Dismissals
      · Placing an employee on performance probation
      · Instituting discipline short of termination
      · Warning notice that the employee has violated one of your company's personnel policies or rules
      · Helping the employee do a better job
      · Serve as the basis for job counseling or career development

8. Utilize a system of progressive discipline when confronting poor performance. This will serve to notify your employees that you are displeased with their performance and give them a chance to improve
or correct their behavior. The supervisor carefully documents verbal and written warnings, probation, suspension and terminations. Progressive discipline is a system in which the employee is increasingly confronted with his/her poor performance beginning with notification and progressing through termination.

9. Always investigate every problem or poor performance with objectivity. Give the employee the opportunity to tell his/her side of the story. Talk to all witnesses but look for those who are reliable and unbiased. Look only for direct evidence, not personal hunches or personal feelings and try to be non-judgmental.

10. Make sure you follow your own personnel policies as documented in your employee handbook with regard to discipline and termination.

11. Review past disciplinary actions. Has the same situation come up before? If so, how did you handle it? Make sure that you treat the present employee the same way you treated other similarly situated employees. If the situation is different, note the change in your termination process.

12. Check the possibility that you could be confronted with discrimination regarding this termination. Does the employee fall into a protected class? If so, have you recently terminated members of the same class? Are there a disproportionate number of employees that have been fired from this class (race, age, national origin, and religion)? Investigate the possibility that a subtle form of discrimination may be present.

13. Review the employee's personnel file. Do previous performance evaluations show the same pattern of poor performance? If the employee has a pattern of promotions, merit increases and satisfactory performance reviews, do you now wish to terminate their employment? Measure your reasons for termination against the overall record of the employee.

14. Keep all terminations private and inform only those supervisors that have a right to know. Keep the details confidential to protect the employee's privacy and integrity of the termination process. You will also save yourself from lawsuits based upon
Overall, Discover Boating's digital, social and PR efforts were maximized given the budget allotted. People are seeing Discover Boating and the campaign is changing attitudes as we work to sell the "-ing" in boating.

Video advertising: Completed videos landed at 45 million with 188,000 hours of consumers' time spent watching - it was so successful that Discover Boating exceeded advertising industry benchmarks by 18%.

Social media: Increase of 120,000 fans on Facebook to more than 665,000. Our Twitter following continues to grow. We are engaging with influencers including media and a very targeted consumer. We have created extensive content distribution systems using both of these two platforms and will continue growing them in 2014.

PR: A record year with press coverage spanning the country with more than 2,000 stories on boating and the boating lifestyle.

DiscoverBoating.com: The site is bringing more people into boating and delivering them to boat manufacturers. We
know boating participation is steadily growing and Discover Boating is helping to move the needle.

In doing what the campaign set out to do, once consumers enter the funnel (or DiscoverBoating.com) we offer them two ways to interact with manufacturers:
1) Fill out a form to receive the Beginner's Guide to Boating and ask to be contacted by a dealer.
2) Link them directly to a manufacturer website where the manufacturer's selling process begins.

The manufacturer referral option is working hard - DiscoverBoating.com has driven nearly 1 million consumer web visits to participating manufacturers this year. If you are a boat manufacturer - check your website's Google Analytics. Many of the five boat manufacturers recently told us DiscoverBoating.com is their #1 source of web referrals (after search engines).

The great news is not only is the campaign working by generating awareness and bringing consumers to manufacturer sites, but people who see our campaign, like it. We are having an impact in generating a positive sentiment for boating.

However, there is a level of awareness that we simply cannot accomplish at this budget. Looking back at our campaign in 2008, we were at 37% awareness - that was the last time TV was part of our marketing mix. In 2013, we had 22% awareness.

If you look at the historical timeline, we were casting a much wider net, reaching more consumers with TV in 2006, 2007 and 2008. There is a need for Discover Boating to get back on TV - it reaches more people and strengthens all of the other marketing efforts in our campaign.

And, this was all done with our digital budgets being the same over the years. We are getting smarter and more efficient. Campaign results could significantly increase with more awareness.

Today the campaign is at $7 million. In order to get back on TV, we will need $6 million more. It is doable. Our competitors have been out there spending more. In fact, we've consistently been outspent by Go RVing by anywhere from $6-10M. This is not surprising since we know this is a similar amount it would require for boating to take it up a notch and bring more people into the funnel. The Grow Boating Board of Directors has met on this and will be tackling the funding topic over the next year.

To meet this kind of funding increase, it's imperative for everyone in the industry who benefits from more boaters to be contributing. We are an ecosystem and the marketing of boating to the public is a pillar of our growth. When we work
together, we'll see growth.

Stay tuned for more discussion on the funding topic in the months ahead.

![Image](Connect-A-Dock.jpg)

### 2013 Clean-Up Day Program

**2013 Cleanup Day Program for Marinas and Yacht Clubs, a Success!**

California's recreational boating community increased its contributions to Coastal Cleanup Day by participating in a subprogram for marinas and yacht clubs. Led by the California Coastal Commission (CCC) and coordinated by the California State Parks Division of Boating and Waterways (DBW), the Cleanup Day Program for Marinas and Yacht Clubs gave 28 marinas and yacht clubs, and 673 volunteers the opportunity to clean 41.5 miles of shoreline and collect approximately 9,102 pounds of trash and recyclables on land and on 257 non-motorized vessels.

"Recreational boaters know the importance of keeping California's waterways clean", said DBW's Deputy Director Sylvia O. Hunter. "Providing a program which allows them to further contribute to this effort makes the marine environment healthier."

In 2013 more than 53,000 volunteers participated in Coastal Cleanup Day. Those volunteers picked-up 541,547 pounds of trash and recyclable materials and cleaned more than 1,088 miles of shoreline. The CCC and DBW would like to thank the following participants for their work during the Cleanup Day Program for Marinas and Yacht Clubs: For a list of participants [Click Here](#)

Your marina can easily be part of this effort in 2014.
For information on how to participate, visit www.BoatingCleanAndGreen.com (click on California Coastal Cleanup Day for Boating Facilities) or contact the following coordinators: Vivian Matuk, (415) 904-6905 or Shannon Waters, (415) 904-5214. We hope your boating facility can be part of this worthwhile event.

Progressive Insurance San Francisco Boat Show Launches In January As Boating Industry Rebounds

Americans are taking to the water in record numbers, with more than 88 million Americans participating in boating in 2012, a six percent increase over 2011. Additionally, retail sales of new power and sailboats in the U.S. increased 10.7 percent in 2012 to 163,245 boats, demonstrating the first significant post-recession recovery for the industry. Echoing the nationwide trend, total sales for new power boats, engines, trailers and accessories in California were up 17.3 percent in 2012, giving the State's recreational boating industry a need for a major boating event in northern California to bolster business - the inaugural Progressive Insurance San Francisco Boat Show, produced by the National Marine Manufacturers Association, will take place January 23-26, 2014 at McCovey Cove and Pier 48, adjacent to AT&T Park.

"The San Francisco Bay Area is one of the most ideal places on the West Coast to enjoy boating. With the popularity of boating at an all-time high combined with a boost in sales last year statewide, the timing is great to establish the Progressive Insurance San Francisco Boat Show to serve northern California boaters and the industry for years to come," said Thom Dammrich, NMMA
As 2013 comes to a close, NMMA estimates retail sales of new power boats increased an additional five percent in 2013, and wholesale shipments to dealers increased three-five percent compared to 2012, demonstrating continued growth over the past two years. Set to take over McCovey Cove and Pier 48, the first Progressive Insurance San Francisco Boat Show is positioned to continue the positive sales momentum for the boating industry and businesses throughout the San Francisco Bay Area and California.

FACTS & FIGURES*:

- Current number of recreational boats in California: 826,596
  - 73% power boats
  - 18% PWCs
  - 6% sailboats
  - 3% other boats
- Households per boat in California: 15.3
- Recreational boating industry businesses in California: 3,062
- Total boating jobs in California: 25,687
- Total sales for new power boats, engines, trailers and accessories in California: $367 million
  - Increase of 17.3% over 2011 retail sales
  - Ranks #11 in U.S.
- Total boat registrations: 776,584 - ranks fourth in total registrations in the U.S.

*Source: National Marine Manufacturers Association (NMMA)

From novice sailors to longtime power boaters, the 2014 Progressive Insurance San Francisco Boat Show will showcase more than 150 new boats for sale on-land and in-water, plus the latest marine accessories, and a variety of learning activities for all ages. McCovey Cove will be transformed into an in-water showroom, allowing visitor's access larger luxury motor yachts, sailboats and fishing vessels, plus daily on-water boating lessons. Inside, Pier 48 will be filled with boats for every budget and lifestyle, from ski boats to family cruisers, in addition to the newest marine accessories, a chance to try stand up paddleboarding or kayaking,
daily seminars and more.

Show hours are: Thursday, January 23 and Friday, January 24, from noon to 7 p.m., Saturday, January 25, from 10 a.m. to 7 p.m. and Sunday, January 26, from 10 a.m. to 6 p.m. Tickets are $12 one-day adult, children 15 and younger are free (when accompanied by an adult), and active military, fire and police personnel are free with ID. For more details or to purchase advance tickets online and receive a $2 discount, visit www.SFBoatShow.com. Follow the Progressive Insurance San Francisco Boat Show at www.facebook.com/SFBoatShow www.twitter.com/SFBoatShow and www.instagram.com/SFBoatShow.

The Last Word

To all of our Readers

The last quarter of the year was, as always, a challenging time with the production, execution and completion of the 42nd Annual MRA Educational Conference and Trade Show. Most of October and the first week of November were spent finalizing details required for the show, the golf tournament and marina tour. We also spent a large amount of this time creating the Program and Seminar Handouts books which are printed, punched and assembled together in-house.

According to the surveys, the registration process at conference showed great improvement and I would like to thank both Michaella Redl and Megan Timms
for making it run so smoothly. Not only do they check in exhibitors and attendees, they also run last minute errands, direct attendees to where they want to be, take counts on seminar attendees, collect surveys and cover various items in the exhibit hall, just to name a few.

The last half of November and December were spent creating the overall conference survey and emailing it out including 3 reminders, compiling the information from the seminar surveys that were filled out during the event and the always wonderful job of creating the conference P&L. All of this information is used in the planning of future conferences at the Board of Directors Annual Planning Meeting in February.

Many times the contact name for membership changes during the year and unless it is around renewal time, we may not be aware of the change. Please make sure to let us know if there are any changes in contact names, addresses, phone and fax numbers or email addresses so we can have the most up-to-date information for you.

Finally, we are always looking for articles that would interest our members. If you have an article that you would like to share, please contact me.

Happy New Year!

Mariann Timms
Operations Administrator
Email: timms@marina.org
Clean Marinas

The Clean Marinas program is a partnership of private marinas, government marinas and yacht clubs. The program was developed by marine industry volunteers to create a marina facility stewardship program for the purpose of protecting our waters from pollution. Through education and the use of Best Management Practices (BMP'S) we work with marina operators, yacht clubs and municipal port authorities to gain certification. For information on how to become a certified Clean Marina visit our website at www.cleanmarina.org.

121 Marinas certified!

Phone 619.222.1167
2726 Shelter Island Drive #194,
San Diego, CA 92106

This email newsletter is published by the Marina Recreation Association
To be removed from distribution, please reply to this email with the word "unsubscribe" in the subject line

Forward this email

This email was sent to rickmarkley@markleymedia.com by mra@marina.org | Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.

Marina Recreation Association | 15004 Glasscock Rd | Lodi | CA | 95242