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For Immediate Release



REGISTER NOW for MRA's 45th Annual Educational Conference and Trade Show

The 45th Annual Marine Recreation Association Educational Conference and Trade Show is scheduled for October 24 - 26, 2016 at the Hilton La Jolla Torrey Pines Resort overlooking the beautiful Pacific Ocean just north of San Diego, in La Jolla, California.

Information and registration for the conference, and special hotel rates, are now available on the MRA website at www.marina.org/2016conference. Early Registration discounts for Exhibitors will end July 1, 2016 and for Attendees on July 22, 2016.

This year's theme is Navigating the Future, focused on enhancing guest services and customer satisfaction, improving operations and regulatory compliance, and optimizing fiscal results. The conference will feature seminars and roundtable discussions covering key marine industry management, operations, and marketing concerns, and an extensive trade show exhibiting a broad range of products, technology, and services from industry vendors and contractors.



The Conference will kick off on Monday morning, October 24th, with three special events:

- The 22nd Annual MRA Golf Tournament at the Torrey Pines South Course, home of the 2008 US Open Championship.
- The 4th Annual MRA Marina & Boatyard Tour of top San Diego marine businesses including the Bay Club Hotel & Marina, Driscoll Boat Works, Shelter Island Marina, Nielsen Beaumont Premier Yacht Works, and Gold Coast Anchorage Marina.
- The "Introduction to Marina Operations" seminar, designed to enhance industry skills and knowledge for new marina and boatyard managers and employees.

A Welcome Reception for all attendees and guests will be held Monday evening in the Conference Trade Show pavilion at the Hilton La Jolla Torrey Pines conference center. Regular Conference seminars, Trade Show exhibits, and other events will continue Tuesday through Wednesday.

"Our Annual Educational Conference and Trade Show is the perfect opportunity for all marine industry professionals to meet and share experiences, and effective strategies to better manage an ever-evolving business environment," said Mariann Timms, MRA Operations Administrator.

Attendees are encouraged to register early. Special hotel rates, in particular, are expected to sell out, and conference Early Registration rates for attendees will end July 22, 2016.

The Marine Recreation Association is a professional organization that represents marina owners, operators, boatyards and industry professionals located throughout the western United States with additional members in Canada, Mexico, and Australia. Created more than 45 years ago, the MRA actively promotes and represents recreational boating interests while providing educational management, operations seminars and information for marine industry owners, operators, and staff.

For additional information about the MRA, and all of its activities and interests, please contact Mariann Timms by phone at (209) 334-0661, email at mra@marina.org or go online at <http://www.marina.org>.