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For Immediate Release



2016 MRA Conference & Trade Show Will Highlight Strategies for Achieving Future Success in the Marine Recreation Industry



*"You're either on the leading edge of the wave
or about to be swallowed by it"*

The Marine Recreation Association's 45th Annual Educational Conference & Trade Show will feature more than 30 educational sessions focused on improving marine operations, guest services, and fiscal results, including . . .

Introduction to Basic Marina Operations: Policies and Practices:



(Monday, October 24, 10 am - Noon) Led by Jeremy Grewal, Marina Manager, Safe Harbor Marinas, this session, designed for new marine operations managers and staff, will discuss important leasing, record keeping, and other administrative processes, and how to incorporate best management practices in ways that improve efficiency and compliance, and enhance customer satisfaction.

Introduction to Basic Marina Operations: Safety and Maintenance:

(Monday, October 24, 1 pm - 3 pm) This afternoon session, presented by Larry Halgren, Principal, Halgren & Associates, will introduce new managers and staff to critically important marine safety and maintenance issues. How to develop an Emergency Management Plan for fires, floods,

earthquakes, tsunamis, shootings, and medical emergencies, and troubleshooting marine maintenance practices will be discussed, with a questions and answers session at the end.



Attracting and Keeping Quality Employees:



(Tuesday, October 25, 1 pm - 2 pm) Karie Stupek, Partner, K-T Training Solutions LLC, will review the need for high-quality job recruitment and employee retention initiatives. How to attract and engage quality staff in a tightening labor market where "job hopping" is common will be discussed, along with emerging recruitment trends and the impact of social media on the hiring process.

Functional Luxury - An Emerging Trend in Marina Design:

(Tuesday, October 25, 3:30 pm - 4:30 pm) Eric Noegel, Manager of Project Development, Bellingham Marine, will discuss the emerging trends in worldwide marina design and operations shifting toward "functional luxury" in modern boating facilities. As marina users become more and more destination oriented, what new features, services, and amenities should you consider incorporating into your marine recreation facilities?



Air B&B (boating) - Turning Risk into Opportunity or "Doing it Right":

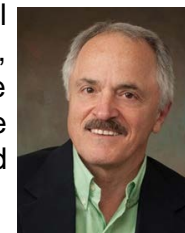


(Wednesday, October 26, 11 am - Noon) What does the "Sharing Economy" mean for the marine industry? A panel of experts, Karen Gitter, Manager Yacht Suites, Edward Agadjanian, GM, Bed & Boat San Francisco, and Kent and Kim Ryskamp, Dockside Boat & Bed, will explain the risks, opportunities, and rewards for both marine operators

and customers when "waterbnb" operations join marine recreation.

Safety Practices for Marine Facilities:

(Wednesday, October 26, 1 pm - 2 pm) Dante Bellino, Risk Control Consultant, Interwest Insurance Services Inc. will share information, techniques, and best management practices related to safety in marine facilities and operations. Adopting a "best practices" approach to marine operations will achieve not only safety compliance, but also enhanced customer satisfaction and fiscal results.





Register Today for the MRA's 45th Annual Educational Conference & Trade Show at www.marina.org/2016conference

This year's conference and trade show will run for three days (October 24 - 26) with a myriad of special seminars, a key note speech by sailing legend, Gary Jobson, and an expansive Trade Show featuring more than forty industry vendors and services, all taking place at the fabulous Hilton La Jolla Torrey Pines Resort, in La Jolla, California.

Special hotel rates are still available for attendees from October 17th to the 30th, but expected to sell out soon. . . This year's event is shaping up to be the best ever!

The Marine Recreation Association is a professional organization of marina, boatyard, hospitality, and other marine industry owners and operators 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 and 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 www.marina.org.