

Northwest Marina & Boatyard Conference

October 19 – 20, 2017

Semiahmoo Resort ♦ Blaine, WA

We could not be more excited about this year's Northwest Marina & Boatyard Conference. We've got a brand new, completely revamped agenda from last year's event. The conference has moved to the world-class setting of [Semiahmoo Resort](#) ("the Northwest's best resort" according to Seattle Magazine) in Blaine, Washington.

Once again, we are grateful to have Marine Floats return as our presenting sponsor. Also, Washington Public Ports Association is serving as "co hosts" as they have in the past.

The bulk of the conference will occur on **Thursday, October 19 and Friday, October 20**. Plus, golf outings and a field trip are in the works for Wednesday, October 18. Tremendous room rates are available until *September 18* (book here: [NWMARINETRADE](#)) and think about bringing that special someone along to take advantage of the pool, spa, and views.

We've kept pricing as same as last year for those "early birds" who register. Don't delay – that offer ends October 1! To register and for hotel info: [Link](#)

Your planning team,
Peter Schrappen & Kate Anderson

Northwest Marine Trade Association



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Thursday, October 19

8:30 Welcome by George Harris & Washington Public Ports Association

9:00 **10 Digital Tools to Help You Manage Your Marketing, Employees, and Business Without Drowning in the Process!**

The list of web-based tools available to help you run your site is ever-expanding—all of them promising to make your life easier. Some promise to boost efficiency and productivity. Others promise to save you time. And then there are all those tools promising to improve your digital and online marketing potential. We will cover all of this and more with special emphasis and attention on marine-related gadgets and “life hacks”.

10:00 Break

10:15 **Jack Wilken on stray current, corrosion, fire prevention and ground fault protection**

Not only does Jack know these issues but he has the uncanny talent in explaining them to those whom are not as well versed in these critical topics. Count on Jack to both describe and prescribe the state of electrical issues you may (or will) experience at your facility.

10:15 **It's Automatic, Programmatic, Mathematic... Why, it's Marketing Lightning!**

Digital-marketing executive Julie Perry promises actionable takeaways for marketers of ALL levels -- beginner, intermediate, and advanced. Julie will give attendees the lowdown on three of the hottest digital-marketing trends today, while also addressing various stages of the sales and marketing funnel.

11:15 **Derelict Vessel update: Death, taxes and derelict vessels**

All the certainties in life. Hear from DNR on the current program. Plus, Amalia Walton, attorney from the law firm Miller Nash Graham & Dunn will address routes to reduce liability and pro-active measures that solve this issue versus creating more headaches.

12:00 Break for lunch

12:15 **Dale Carnegie training (lunch keynote sponsored by Seaview Boatyard): Communicate with Diplomacy and Tact**

This module gives participants the opportunity to practice dealing with trying situations in a confident and diplomatic way. They will learn to speak honestly and tactfully, give and receive constructive feedback, and use mediation skills to help others find common ground when holding opposing viewpoints.

We have all been awed by someone who always seems to know what to say and how to say it in any situation. These people know how to communicate with diplomacy, tact and confidence.

The ability to communicate with diplomacy and tact improves your leadership skills by helping you manage change, negotiate and compromise, resolve conflicts, gain consensus and collaboration, and create a cohesive team.

2:15 Break

2:30 Fresh Data on Boating

The Recreation and Conservation Office will have updated their every-five-year report in time for our event. Hear what's trending (and not) when it comes to boating and other outdoor activities.

3:15 What's Going on in the Northwest Marinas?

This session covers the "best practices" across the Pacific Northwest. Bring a pen and paper to jot down all the "must do's" to keep your customers returning year after year. This session will answer: What are marinas doing across around region to increase the value for their customers?

4:00 Fire! There's a Crisis, Now What?

Here from a spectrum of experts on how to handle a fire in your marina. From nuts and bolts to reducing legal liability, we will cover all the bases in this session.

5:00 Happy Hour reception

Friday, October 20

8:00 Recap from yesterday

8:15 Larry Halgren's Safety and Maintenance in Your Marina: Keeping your customers and staff safe and lowering your deferred maintenance costs over time.

Nationally renowned marina consultant Larry Halgren will provide simple answers to complex questions that we all struggle with.

Slate of potential topics for Friday (and breakouts for Thursday):

- **Legislative preview** (including an update on the alternative assessment and copper-paint phase-out)
- **How to optimize your relationship with Department of Natural Resources from people who have worked there and are now assisting marinas and boatyards in their negotiations.**
David Roberts has literally written the book on lease renewals during his tenure at DNR. Now, he's a member of NMTA with his consulting company Kulshan Services.
- **Clean Marina session: Environmental Technology: Solutions for boat washing, oil spills filtering debris out of the marina, etc...**
What should we be looking at for the future?
- **Association Health Plans**
Where we are and where we are going with health care in the state and reliable options for your company
- **Financial session**
Are you maximizing your 401K plan for you and your employees?
- **Boatyard Permit session**
Update from Department of Ecology
- **Boating Safety update**
Hear from our friends at State Parks on what they are doing to keep our waterways safe and what role you have in keeping boating as safe as it is.
- **Canadian track**
The Semiahmoo location is an ideal spot for more Canadian marinas to join us for the Northwest's only

marina conference. For our friends in Canada, what session(s) would you appreciate having on the agenda?

- ***Note that this is not the final agenda. Times and seminars may be shifted as we get closer to the event***

Field trip on Wednesday, October 18

3:00 – 5:00 pm

Walking tour of Blaine Harbor: So much has happened in this area since the conference was last held here about ten years ago, including the improvements to Blaine Harbor. Get the inside scoop from the project lead Shannon Kinsella of Reid Middleton and the team at the Port of Bellingham and Blaine Harbor on all of these improvements and much more!

Link to register for the conference:

<https://www.seattleboatshow.com/secure/NWMarinaConferenceRegistration.cfm>