








Plotting your Course for Success in 2018

WMA conference and
Clean Marina Training
Holiday Inn, Wausau, WI
November 14 and 15 ,2017



Tuesday November 14, 2017

9:30am - 2:00pm	Coffee and Registration
10:30 – 10:45 am 	Welcome to the Clean Marina Program Training. A brief history and overview of the program. Presenter: Julia Noordyk, Water Quality Outreach, Wisconsin Sea Grant
10:45 - 11:15 am 	Steps toward certification and best management practice to keep your marina safe and clean. Will include the do's and don'ts of waste management, petroleum spills, storm water, boater education, record keeping, wash water, antifreeze, and signage Presenter: Vicky Harris, Wisconsin Clean Marina Program
11:15 – 11:45 am 	What's holding you up? Q & A and discussion on the challenges of certification. Discussion on the certification checklist. Clean Marina Technical Team members answer questions and give advice. Facilitator: Todd Breiby, Wisconsin Coastal Management Program
11:45 – 12:30 pm	Lunch

<p>12:30 – 12:50 pm</p> 	<p>Great Lakes water levels. Facts and trends that relate to historical and current water levels in the Great Lakes. Presenter: Gene Clark, Wisconsin Sea Grant</p>
<p>12:50 – 1:30 pm</p> 	<p>Designing for extreme water levels. Clean Marina Best Management Practices that can help reduce the impacts of storms and varying water levels. Presenter: Margaret Boshek, SmithGroupJJR</p>
<p>2:00- 2:30 pm</p>	<p>Welcome and Introduction to WMA conference WMA board</p>
<p>2:30 -3:30 pm</p> 	<p>Winning Customers Over - In the Showroom, at Marina and Trade Shows, and Delivering the best Customer Service.</p> <p>Debbie Priepke has been sizing up, organizing, and winning over customers in the marine industry for close to 20 years. We all need to sell a variety of people on the idea that choosing our marina, products, or service is a great decision. Deb will show us how to identify different types of customers and direct our communications and approach in the most effective way.</p> <p>Presenter: Debbie Priepke, Mercury Marine Business District Manager</p>
<p>3:30 – 3:45 pm</p>	<p>Break Coffee, soda, cookies</p>
<p>3:45 – 4:30 pm Choose a breakout session</p>  	<p>Streamlining processes for top notch service and a better bottom line WMA members will share ideas for streamlining service paperwork and processes. Practical tips to save time, money, and provide excellent service. Bring questions and ideas! Moderated by Steve Linton</p> <p>Operations standards. Prevent fines and lawsuits by setting up operations standards for spill controls and countermeasures, reporting, electrical codes, ADA and more. Brief presentation by Bruce Lunde, followed by moderated discussion. Bring your questions and ideas!</p>

<p>4:30 – 5:00 pm</p> 	<p>Introduction of sponsors, exhibitors, and Affinity Programs. Michelle Shrider, WMA President</p>
<p>5:15 – 6:30 pm</p>	<p>Cocktail hour</p>
<p>6:30 – 7:30 pm</p>	<p>Dinner in the Crystal Room</p>
<p>7:30 – 8:30 pm</p> 	<p><i>Keynote address</i></p> <p>Fish, a photo, and fame</p> <p>Hannah Stonehouse Hudson built a business and life propelled by her passion for fishing, photography, and the out of doors. Navigating through the chaos of difficult choices, life changes and loss, and the craziness of instant, viral on-line fame, she learned how to take a leap of faith, and how to be resilient enough to move forward even through hard times. Her story is warm, poignant, and entertaining. You'll learn a lot about living and working at full throttle.</p> <p>Keynote Speaker: Hannah Stonehouse Hudson is a writer, photographer, speaker, and outdoor enthusiast - as well as the Director of Social Media for Bast Durbin Advertising.</p>

Wednesday, November 15, 2017

<p>8:30 – 8:45 am</p> 	<p>Learn about a 3 -year NOAA Coastal Resilience Grant to help Southeastern Wisconsin Communities prepare for hazards like erosion, storms and water level change. Presenter: Todd Breiby, Wisconsin Coastal Management Program</p>
<p>8:45 – 9:30 am</p> 	<p>Diesel by the rules. How diesel fuel is sold at marinas and taxed affects boaters, marinas, suppliers and manufacturers. Here's a look at regulations and enforcement in Wisconsin, the work that WMA and members have done recently, and the current outlook. Presenter: Andrew Holzem, South Bay Marina</p>
<p>9:30 – 9:45 am</p>	<p>Break, networking</p>

9:45 – 10:45 am



After an accident – OSHA, the law, and liability. Workplace accident case study. This session will review a workplace accident that involves injuries sustained by two employees and a marina customer during the fueling process. The speakers will detail the OSHA reporting and response process, the legal ramifications including employer rights, employee rights, and potential civil liability, and what type of insurance coverage a marina would need to have in effect to cover potential property damage and other exposures.
Presenters: Robert Smith, MYMIC; Travis Vance, OSHA attorney with Fisher Phillips, John Chiazza, USI insurance.

10:45 – 11:45 am



Address your biggest marketing challenges: create a portrait of the ideal customer that will bring you 80% of your business; consider your exclusive message to stand out from the crowd; and identify your top 5 strategies to pull customers in like a magnet, and to maximize revenue and profits from each one.

Presenter: Holly George, Founder of Spitfire Promotion Group and the Certified Marketing Spitfire™ program. Holly is a Certified Guerrilla Marketing Coach, international speaker, media guest expert, serves on the USA Today Small Business Panel, and is the go-to marketing expert for many small businesses.

12:00 – 1:00 Lunch and Keynote speaker



Keynote Address
A Wisconsin Success Story

Sarah Klavas, Deputy Secretary of the Wisconsin Department of Tourism presents **A Wisconsin Success Story**. Sarah will showcase the 2017 marketing campaigns and discuss the Power of Tourism as an economic driver for Wisconsin.

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1:15 pm

Adjourn