

# Application for Admission

**Intermediate Marina Management Course, November 5-9, 2017**

**Fort Lauderdale, Florida**

## Application Requirements

**No application is complete until the following required information is submitted:**

- Completed Application Form
- Resume
- Organizational Chart
- Deposit as per the Payment Schedule Listed Below

## Course Goals and Objectives – Why You Should Attend

This course has been designed with the right balance of relevant management topics— presented by leaders in their industry—coupled with valuable facilitated group discussions to create the ideal setting for learning. Another asset of this intensive, participatory residency course is the invaluable life-long peer network of which you now become a member. The curriculum is designed not only to provide you with guidance on the issues affecting today's marine industry but to sharpen your own leadership skills for successfully managing these issues. The marina industry is full of liabilities, risks and great opportunities. How you manage these will be the measure of success.

Through this course you will learn about, hear new perspectives on and fresh approaches to, and get guidance on:

- Dealing with the most critical issues and challenges common throughout the industry
- Proper language to use in contracts to significantly reduce the risk of liability to your facility
- How to successfully manage and grow your staff
- How to manage your human resources to reduce your risk of lawsuits
- Policies for best practices in emergency preparedness to protect your staff, facility and marina assets
- OSHA and Environmental regulations that are industry-centric and critical in protecting your facility from crippling fines and your staff from life-altering injury
- Marketing and branding your facility and how to use social media to self-promote
- Management and leadership that will benefit a facility in its entirety
- Invaluable tools for success
- Becoming part of a lifelong invaluable network of industry-leading colleagues
- ... and much, much more

## Course Topics and Instructors

- |  |                |
|--|----------------|
| • Marina Law, Contracts, Risks and Liabilities                         | Dennis Nixon   |
| • Emergency Response Planning  | Carl Wolf, CMM |
| • Environmental Management   | Kelli Crete    |
| • Leadership and Effective Communication                               | Pam Lenzion    |
| • Social Media, Marketing and Branding                                 | Steve Chandler |
| • Critical Leadership, Staff Development and Human Resource Management | Jim Schuman    |
| • Health and Safety Compliance   | Kelli Crete    |

## Successful Completion

To receive a certificate of completion, all students must attend and participate in the full length of each session and course social events and receive favorable peer evaluations, where applicable.

## Intermediate Course Prerequisites

Those accepted into the course must have at least one full year of experience as a Marina Manager or in a marina leadership position where the applicant has performed day-to-day, on-site work in a marina of 50 or more berths or at a marina with a minimum of \$500,000 in gross revenues. Applications are carefully screened to ensure those accepted have the required level of responsibility in a boating facility. Class size is limited to 28 people. A maximum of two people from the same marina may attend the same course.

## Well Worth the Cost

To reserve a seat in this course, complete the Application Form in this brochure and forward it to AMI along with a \$750 deposit. Should your application be denied, your check will be returned and you will receive the reason(s) for the denial.

**Tuition: \$2,995** for AMI members; **\$3,470** for non-members

Tuition Includes:

- Four nights of lodging at host hotel
- Four breakfasts, breaks and lunches
- Opening reception – Sunday evening
- Closing dinner – Wednesday evening
- Half day study tour of local marinas

Residency at the venue is mandatory. There are no exceptions. Extended reservations can be made by contacting the hotel directly. Additional nights of stay are a personal expense and should be secured with a personal credit card.

**Payment Schedule:** (Please note that there is a minimum number of students required to run each course)

- Once your complete application package is received, you will receive a confirmation email\*—at which time, a **\$750** deposit is due
- Full payment is due no later than **September 1, 2017**

\*Do not make travel arrangements until you receive this email confirmation

**Method of Payment:**

- All deposits and further payments must be made payable to and sent directly to AMI
- Payments may be made by check or credit card. AMI accepts only VISA or MasterCard
- Make checks payable to the Association of Marina Industries, payable in U.S. Dollars and drawn on a U.S. Bank

**Cancellation and Refund Policies:**

- A refund of fees paid will be made if AMI receives your cancellation in writing no later than September 1, 2017, minus a service fee of \$500. After September 1, 2017, refunds will be made **only** if your seat in the course has been resold.
- Your registration is fully transferable to someone else in your company **only** if they fully meet the admission requirements of the course.

Payment is being made by: \_\_\_\_\_ Check \_\_\_\_\_ Credit Card (see below)

Please charge my credit card (VISA or MasterCard ONLY) in the amount of \_\_\_\_\_ U.S. Dollars

Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Number \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_ Signature \_\_\_\_\_

Address (if different from below): \_\_\_\_\_

For more information: Visit [www.marinaassociation.org](http://www.marinaassociation.org); or contact by telephone 401-247-0314; by fax 401-247-0074; by email: [imitraining@marinaassociation.org](mailto:imitraining@marinaassociation.org)

# Application for Admission

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Fort Lauderdale, FL

**Please print**

Applicant's Name \_\_\_\_\_ Title \_\_\_\_\_

Marina \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Body of Water \_\_\_\_\_ Website URL \_\_\_\_\_ Gross Revenues of Marina \$ \_\_\_\_\_

AMI Member:  Yes  No  Joining now (Contact Merritt Alves: malves@marinaassociation.org)

Applicant's Background: **IMPORTANT - Attach your resume with experience details**

Boating business management experiences: Marina/boatyard ownership \_\_\_\_\_ years

Marina/boatyard manager \_\_\_\_\_ years

[Put "N/A" or "—" in all spaces which are Not Applicable at your marina, do not leave any information blank.]

Number of Marina Employees: Year-round \_\_\_\_\_ Seasonal \_\_\_\_\_

Marina work contracted out (not performed by employees) (check): \_\_\_\_\_ Landscape Maintenance  
\_\_\_\_\_ Security \_\_\_\_\_ Accounting \_\_\_\_\_ Human Resources Mgmt. \_\_\_\_\_ Other: \_\_\_\_\_

Services (profit centers) operated by your employees: (check)

\_\_\_\_\_ Fuel \_\_\_\_\_ Repairs \_\_\_\_\_ Haul/Launch \_\_\_\_\_ Restaurant \_\_\_\_\_ Ships Store \_\_\_\_\_ Other \_\_\_\_\_

Services leased out to, and/or operated by others:

\_\_\_\_\_ Fuel \_\_\_\_\_ Repairs \_\_\_\_\_ Haul/Launch \_\_\_\_\_ Restaurant \_\_\_\_\_ Ships Store \_\_\_\_\_ Other \_\_\_\_\_

Storage type and capacities:

Wet berths: (#) \_\_\_\_\_ Wet moorings: (#) \_\_\_\_\_ Dry in racks: (#) \_\_\_\_\_ Dry on trailers: (#) \_\_\_\_\_

Number of slips used by transient (visiting) boats for less than 30 days: \_\_\_\_\_

Percentage of boats that are: Power boats \_\_\_\_\_% Sailboats \_\_\_\_\_%

Size range in water: \_\_\_\_\_ ft. to \_\_\_\_\_ ft. Size range in racks: \_\_\_\_\_ ft. to \_\_\_\_\_ ft.

Water level fluctuation: Tidal range if salt: \_\_\_\_\_ feet. Annual change if fresh: \_\_\_\_\_ feet.

Fuel service at marina: (check all that apply) \_\_\_\_\_ Petrol \_\_\_\_\_ Diesel \_\_\_\_\_ LPG \_\_\_\_\_ Other: \_\_\_\_\_

Fuel storage capacity and location of tanks:

Capacity (Liters): Petrol \_\_\_\_\_ Diesel \_\_\_\_\_ Above ground \_\_\_\_\_ Underground \_\_\_\_\_

Pump-out Equipment at marina:  Yes  No

Make \_\_\_\_\_ Type of pump \_\_\_\_\_

Location: \_\_\_\_\_ Fixed at fuel dock \_\_\_\_\_ Fixed elsewhere (Where?): \_\_\_\_\_

\_\_\_\_\_ Portable pump-out ashore \_\_\_\_\_ Mobile pump-out on boat \_\_\_\_\_ Pump-out connections at slips

Other things you would like your classmates to know about your marina: (Use reverse side or additional sheet if needed)

(Examples: major fire, storm damage, events, permit or other Issues you'd like help with, etc.) \_\_\_\_\_

**See Method of Payment instructions on preceding page. Full payment of all fees are due by September 1, 2017**

**Send to: International Marina Institute – 50 Water Street, Warren, RI 02885 USA – Phone 401-247-0314**

**Fax: 401-247-0074 –Email: imitraining@marinaassociation.org**