



Industry Training and Certification

“Professionalize, network, learn”



Today's goals

- # Introduce AMI's training center – IMI
- # The importance of training & certification
- # Certification opportunities in the industry
- # How to get training and certification

About IMI...

- # Founded in 1986 by Neil Ross, Dennis Nixon, and Paul Dodson to:
- # Provide the marina industry continued education and development opportunities to professionalize.
- # Ensure that the industry remains strong and vital through increased professionalism and training.

IMI's goals

- ✦ **Providing** world-class professional development opportunities to the marina industry globally.
- ✦ **Ensuring** that those professional development opportunities provide consistent learning across geographies.
- ✦ **Supporting** existing and future professional certification programs for marina professionals.
- ✦ **Evolving** the notion that a successful training program is dependent on a successful CMM program and vice-versa.
- ✦ **Supporting** a uniform marina management certification program that is globally recognized.

Some questions for you...

- # Are you looking for the best job in the best market for the best salary?
- # Are you looking for business contacts in your own as well as other boating regions?
- # Are you looking for professional colleagues with whom you can openly share experiences and ideas?



Did you answer yes?

It is time to consider training
and certification opportunities

Why is training and certification important for you...

- # Greater earnings potential
- # More job opportunities
- # Career advancement and increased job security and marketability
- # Job satisfaction and ability
- # Networking with colleagues
- # Instant recognition



Greater Earning Potential

Trained and certified managers:

- have greater earnings potential and are more competitive in the tight marina job market because they have the reliable knowledge and experience to make them more valuable to marina owners who crave the kind of quality and reputation only the best marinas have.
- are projected to earn an average of 25%-45% (median) more than their colleagues, based on experience in other service industries and AMI's wage rate survey.

More Job Opportunities

- # Employers are demanding that managers be certified to ensure their marina properties are run professionally.
- # Training and certification gets you to the top of the resume pile and provides a sense of job security and marketability in a weakened economy.
- # Many facilities are now requiring CMM/CMO certification as a pre-requisite for employment.



Career Advancement, Job Security and Marketability

- # Marina owners and investors see certified managers as being motivated, qualified, professional, and more dedicated and committed to a career within the marina industry.
- # Trained and certified managers are perceived as being most up-to-date in the latest procedures, techniques, industry regulations, and requirements—a most marketable collection of assets.

Job Satisfaction and Ability

- # Trained and certified managers have been provided with the background and knowledge to make wise and prompt decisions in critical situations
- # ...Or know where to get the answers to the everyday situations though their peer networks



Networking with Colleagues

- ✦ Through the process of obtaining a certification, most managers acquire networking contacts and tight peer relationships.
- ✦ Colleagues from around the world share tips and information with one another, ensuring that each is up to speed with the latest technologies, processes, and regulations.
- ✦ This knowledge network supports the professionalism of a highly qualified, respected, and able manager.

Instant Recognition

- # Training and certification creates confidence that the people you want to impress—employers, peers, bankers, investors, etc.—will know it means you’ve distinguished yourself as an outstanding professional.
- # Professional certification is a highly prized mark of distinguished achievement among practicing professionals and the CMM and CMO programs are the only Marina Management Certification programs recognized globally.

Invest in your staff to protect your investment & minimize risk

Can you afford NOT to train your managers properly?

- # Fines assessed for OSHA violations - \$7,000 ea.
- # Individualized contract review by Maritime Law specialist Dennis Nixon - \$2,500 value
- # Average legal and court costs associated with a human resource claim - \$25,000
- # Daily EPA fine for non-compliance - \$35,000
- # Refined leadership skills = more productive staff

Bankers, Owners and Insurance Reps....

Why Invest in CMM/CMO run facilities...?

- ✦ CMMs pre-requisite training prepares them to handle critical situations which often translates to **lower risk**
- ✦ CMM recipients are more competitive, motivated, and career-oriented individuals
- ✦ A CMM at the marina **guarantees professionalism**
- ✦ Fewer accidents translates to lower risk and lower insurance rates
- ✦ CMMs see marina work as a career, not just a job.
- ✦ CMMs have easy access to an unparalleled industry resource through the CMM global network

...Professional training & certification in our industry....

- # IMI has been training marina professionals since 1986 and certifying marina managers since 1992.
- # Over 350 managers, representing many of the top marinas in the world, have successfully completed IMI training and have been awarded the coveted CMM or CMO certifications.
- # Today's numbers are rapidly growing as the demand for highly skilled management increases within the industry.

A vertical photograph on the left side of the slide shows several sailboats docked in a marina. The water is calm, reflecting the boats and the sky. The background shows a clear blue sky and distant hills.

Marina-Specific Training

Other professional management courses offer basic, inter-industry training, but only IMI provides its students with the customized, marina-specific training necessary to succeed in the competitive marina world.

Professional training opportunities

Certification schools

- Advanced Marina Management School (AMM)
- Intermediate Marina Management School (IMM)

Special courses/conferences

- SE Florida Marina Study Tour & regional study tours
- 1-day topical conference
- CMM Retreats/Roundtable events
- 2-day topical conference (bi-annually Drystack)
- International Marina and Boatyard Conference (IMBC)
- Marina makeover workshop
- Owners Forum

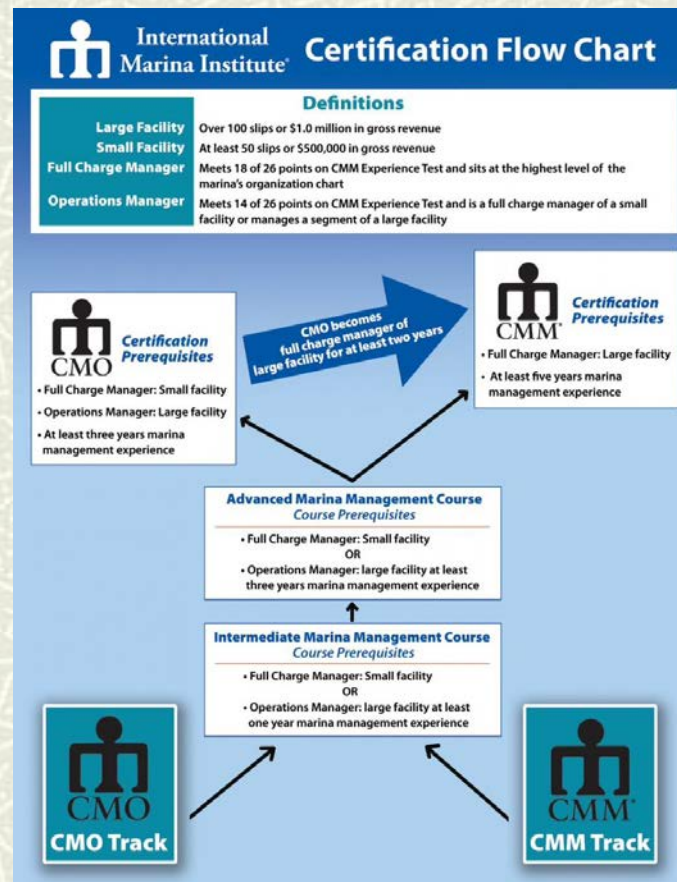
IMI's Certification opportunities

- # Certified Marina Manager (CMM)
- # Certified Marina Operators (CMO)

A professional certification...

- ✦ is a designation earned by a person to certify that he is qualified to perform a job.
- ✦ indicates that the individual has a specific set of knowledge, skills, or abilities in the view of the certifying body.
- ✦ are awarded by professional bodies such as IMI.

What Certification is for you?



Certified Marina Manager (CMM) must:

- # **Have five years marina general manager experience (full-charge manager)** in a facility that has a minimum of \$1,000,000 in gross revenues *and/or* 100 slips or more
- # Spent at least 60% of your time in that general manager's position on: (as specified on the application) **satisfying 18 points of 26 point test**
 - Executive leadership
 - Financial planning
 - Marketing and Customer Relations
 - Staff Administration
- # Completed the CMM pre-requisite training courses (IMM and AMM) and 9-page CMM application
- # Supervised at least six employees
- # Maintained **active membership in AMI** and state trade association



Certified Marina Operator (CMO) must:

- # **Have three years experience as a full facility manager of a smaller facility or a marina operations manager** in a facility that has a minimum of \$500,000 in gross revenues *and/or* 50 slips or more
- # Spent at least 60% of your time in that general manager's position on: (as specified on the application) **satisfying 14 points of 26 point certification test**
- # Completed the CMO pre-requisite training courses (IMM and AMM) and 9-page CMM application
- # Maintained **active membership in AMI** and state trade association

Global Recognition

IMI's Certified Marina Manager's and Certified Marina Operator's certificates (CMM/CMO) are the *only* Marina Manager's certifications recognized globally

How do I get involved?

- # Register for courses online
- # Complete an online CMM/CMO application
- # Learn more by going to the website www.marinaassociation.org

For more information contact:

International Marina Institute (IMI)

Merritt Alves, 50 Water Street, Warren, RI 02885, 401-247-0314

imitraining@marinaassociation.org

www.marinaassociation.org/training



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