

"I learned that the problems I face every day are not only mine. I can't wait to continue."



Choose IMI Training Today!

Leaders in the marina industry have to be prepared to handle the complex financial and regulatory requirements of today's business-management environment.

- Growth and success as a manager
- Industry recognition
- Expert knowledge
- Up-to-date problem solving

IMI Training Center provides you with:



50 Water Street • Warren, RI 02885

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IMI's Mission: Develop the trained and informed professional leadership required for the future of today's marina industries.



INTERNATIONAL MARINA INSTITUTE® TRAINING CENTER
Training Program and Events Catalog
Fall 2011 and 2012



INTERNATIONAL MARINA INSTITUTE®
Training Program and Events Catalog

Fall 2011 and 2012

Formed in early 2005 when the Marina Operators Association of America (MOAA) and the International Marina Institute® (IMI) merged, the Association of Marina Industries (AMI) is a nonprofit membership organization that provides management training, education, and information about research, legislation, and environmental issues affecting the marina industry. **IMI has been training and certifying marina professionals since 1986 and now runs the training center for AMI.**

2011

Fall Conference (2-day) Increasing Marina Profits in the New Economy: From Surviving to Thriving	Fort Lauderdale, FL	October 23 – October 25, 2011
5th Annual South FL Marina Study Tour	Fort Lauderdale, FL	October 26 – October 27, 2011
Intermediate Marina Management Course	Tampa, FL	November 6 – November 10, 2011
Advanced Marina Management Course	Tampa, FL	December 11 – December 16, 2011

2012

Int'l Marina and Boatyard Conference	Lake Buena Vista, FL (Orlando)	February 1 – February 3, 2012
Intermediate Marina Management Course	Charleston, SC	February 26 – March 1, 2012
IMM Module	West Coast	March 2012
Advanced Marina Management Course	Charleston, SC	March 25 – March 30, 2012
Marina Operator Course	Fort Lauderdale, FL	September 23 – September 27, 2012
10th Drystack Conference (2-day)	Fort Lauderdale, FL	October 21 – October 23, 2012
1st Annual Owners Meeting	Fort Lauderdale, FL	October 23 – October 24, 2012
6th Annual South FL Marina Study Tour	Fort Lauderdale, FL	October 24 – October 25, 2012
Intermediate Marina Management Course	Fort Lauderdale, FL	November 4 – November 8, 2012
Advanced Marina Management Course	Fort Lauderdale, FL	December 9 – December 14, 2012

For detailed program and course descriptions, pricing, and registration, please visit AMI's Web site (www.marinaassociation.org) and click "training" or call: 401-247-0314.



Endorsed by: International Council Of Marine Industry Associations- was formed in 1967 to bring together in one global organisation all the national boating federations and other bodies involved in the recreational marine industry, and to represent them at an international level.

ADVANCED MARINA MANAGEMENT (AMM)

The AMM is a profit-management training course designed for senior marina professionals. Through small groups, one-on-one contact with faculty, interactive workshops, and specific case studies, the AMM course examines such topics as profit-center management, regulations and permitting, operations, marina law, human-resource management, risk management and loss control, improving the quality and value of services, policy and procedure manuals, business strategy and financial management, and marketing, promotion, and pricing. The AMM offers its graduates a national and international business perspective on management issues, and a long-term network of international contacts to rely on in the future. The IMM program is a prerequisite for this course plus three years' marina management experience.

December 11 - December 16, 2011.....Tampa, FL
March 25 - March 30, 2012.....Charleston, SC
December 9 - December 14, 2012.....Fort Lauderdale, FL



"I thought the entire course was very useful and extremely interesting. It's really good to be taught together with like-minded managers. Both the intermediate and advanced courses are excellent in this respect. Keep the courses coming!"

INTERMEDIATE MARINA MANAGEMENT (IMM)

IMI's most widely available and popular program, the IMM course focuses on marina operations, policies, and procedures. Marina management pros offer their expert thinking about business issues and challenges throughout the industry. Topics include: marine law contracts, risk and liabilities, fire- and emergency-response planning, environmental management, health and safety compliance, human resource management, customer service and marketing, and personal self-improvement skills. Networking among and learning with industry leaders and your peers is an essential component. The IMM program is the first step toward becoming a Certified Marina Manager (CMM) and the second step in the certification track for the Certified Marina Operator (CMO)

Successful completion of the IMM course is a prerequisite for the Advanced Marina Management Course (AMM), which, in turn, is one of the requirements leading to designation as a CMM.

November 6 - November 10, 2011..... Tampa, FL
February 26 - March 1, 2012.....Charleston, SC
March 2012..... West Coast
November 4 - November 8, 2012.....Fort Lauderdale, FL

MARINA OPERATOR COURSE (MOC)

This school is specifically designed for those who manage the daily operations of the marina but are not the full-charge facility manager (i.e., manager of marina operations, harbormaster, dockmaster, etc.) or owners/operators of a small marina with fewer than 100 slips (wet and dry combined). The school's content has been carefully crafted to focus on technical and operational topics such as managing teams, fueling and fueling systems, electrical systems, risk management, and customer service. The school blends lectures as well as hands-on exercises and group activities. The school also creates an exciting learning opportunity for those who are interested in continuing their IMI education. Experience in marina operations is a prerequisite this course.

September 23- September 27, 2012..... Ft. Lauderdale, FL

SOUTHEAST FLORIDA MARINA STUDY TOUR

(Pre Ft. Lauderdale International Boat Show)

This program has been developed for those who want to see, first-hand, how other marinas operate. Strategically placed ahead of the Ft. Lauderdale International Boat Show, this program takes a "field trip" to a new level by creating a structured learning environment around tours of leading South Florida marinas and boatyards. You will be accompanied by a number of leading industry experts and will participate in facilitated group discussions to address and synthesize your field observations. By the end of this program, you will have gathered new insights and valuable lessons that can be applied directly to your own facility, while expanding your professional network.

October 26 - October 27, 2011.....Fort Lauderdale, FL
October 24 - October 25, 2012.....Fort Lauderdale, FL

CONFERENCES AND OTHER EVENTS

Fall Conference (2-day) <i>Increasing Marina Profits in the New Economy: From Surviving to Thriving</i>	Fort Lauderdale, FL	October 23 - October 25, 2011
Int'l Marina and Boatyard Conference	Lake Buena Vista, FL (Orlando)	February 1 - February 3, 2012
10th Drystack Conference (2-day)	Fort Lauderdale, FL	October 21 - October 23, 2012
1st Annual Owners' Meeting	Fort Lauderdale, FL	October 23 - October 24, 2012

Certified Marina Manager (CMM)

Marina businesses have evolved into sophisticated, capital-intensive, and highly regulated enterprises that require top professional management. Within this environment, the doorway to greater earnings potential and professional recognition is the "Certified Marina Manager," or CMM, designation. CMMs complete rigorous education and training developed by the national and international marina industry and must meet specific experience requirements. Some of the programs described above act as prerequisites for marina professionals who wish to become CMMs.

The CMM Qualification Process Assesses the Following Real-World Abilities:
Supervise and manage people; finances, sales and marketing, successful "bottom line"; understand the regulatory obligation of the marina business; and exhibit evidence of high character and ethical standards.

Prerequisites Include:

- Graduation from IMI's Advanced Marina Management Program
- AMI membership (either directly or through an employer)
- Five years' minimum experience in senior management in a qualified national or international marina
- Current participation in at least one other marine-trade organization

IMI FACULTY

IMI draws its faculty from executive marina managers and owners - authorities in management and regulatory topics with expertise in up-to-date technical processes.

Instructors include:

Dennis Nixon, Jim Schuman, Kelli Thornell-Crete, Tim Timpson, Kirby Scheimann, Pam Lenzion, Richard Calcote, and Larry Halgren

For more information about our faculty or IMI, please visit our Web site (www.marinaassociation.org) or contact IMI: 50 Water Street • Warren, RI 02885 • Tel: 401-247-0314 • Fax: 401-247-0074 • Email: imitraining@marinaassociation.org



"The high quality instructors and fellow students led to some great insights. And new eyes at the facility make for useful recommendations."