

# AGENDA

## Advanced Marina Management

December 8-13, 2019

Four Point by Sheraton Jacksonville Beachfront  
11 North First Street - Jacksonville - FL -32250

### Sunday, December 8

6:00 PM

Welcome Reception and Student Introductions

### Monday, December 9

7:00 AM

Breakfast in hotel restaurant on your own

8:00 AM

Daily Introduction & Housekeeping, Mark Amaral, IMI Training Coordinator

8:15 AM

Marketing Your Marina, Mark Amaral, IMI Training Coordinator

10:00 AM

Marina Law & Liability, Dennis Nixon, University of Rhode Island

12:00 PM

Lunch

1:00 PM

Marina Law (*continued*) & Contract Review, Dennis Nixon, University of Rhode Island

5:00 PM

Adjourn, Dinner on your own

### Tuesday, December 10

7:00 AM

Breakfast in hotel restaurant on your own

8:00 AM

Daily Introduction & Housekeeping, Mark Amaral, IMI Training Coordinator

8:15 AM

Developing a Financial Benchmarking Strategy for Marinas, Jim Frye, Westrec Marinas

10:30 AM

Best Profit Case Studies, Student Presentations, IMI Training Coordinator

12:00 PM

Lunch

1:00 PM

Best Profit Case Studies, Student Presentations, IMI Training Coordinator (*continued*)

5:00 PM

Adjourn, Dinner on your own

### Wednesday, December 11

7:00 AM

Breakfast in hotel restaurant on your own

8:00 AM

Daily Introduction & Housekeeping, Mark Amaral, IMI Training Coordinator

8:15 AM

Marina Design & Construction, Jim Frye, Westrec Marinas

11:00 AM

Presentation of Marina Development Case Study, Mark Amaral, IMI Training Coordinator

12:00 PM

Depart for Case Study Field Trip

5:00 PM

Return to hotel / Dinner on your own

### Thursday, December 12

7:00 AM

Breakfast in hotel restaurant on your own

8:00 AM

Daily Introduction & Housekeeping, Mark Amaral, IMI Training Coordinator

8:15 AM

Student Groups Work on Marina Development Case Study

12:00 PM

Lunch

1:00 PM

Student Groups Work on Marina Development Case Study (*continued*)

3:00 PM

Case Study Presentations, Mark Amaral, IMI Training Coordinator and Case Study panel

5:00 PM

Group Review & Discussion of Case Study, Mark Amaral, IMI Training Coordinator

6:00 PM

IMI Sponsored Group Dinner

### Friday, December 13

8:00 AM

Buffet Breakfast

8:15 AM

Course Evaluation using S.W.O.T. Analysis & Online Survey, Mark Amaral, IMI Training Coordinator

10:00 AM

Student Roundtable - What Did We Miss?

12:00 PM

Lunch - Conclusion of Course