

## Application for Admission

**Advanced Marina Management Course, December 5-10, 2021**

**Four Points by Sheraton Jacksonville Beachfront**

**11 North First Street - Jacksonville Beach - FL - 32250**

## Application Requirements

1. Completed Application for Admission
2. Resume
3. Organizational Chart
4. Deposit as per the Payment Schedule Listed Below
5. Membership to the Association of Marina Industries (AMI)

**Please note that if you have submitted items (2) and (3) above for the Intermediate Marina Management Course (IMM) within two years of this application and your employment information has not changed significantly, you are not required to resubmit this information for purposes of this application.**

## Course Goals and Objectives – Why You Should Attend

The objective of the Advanced Marina Management (AMM) course is to “Help the Best to Become Better.” Students will learn about policies and practices that have been successful in other regions of the world, leading to new solutions to management problems. Above all, the intensive participatory nature of these residency courses will establish a long lasting network of contacts in the industry, a major benefit for years to come. Graduates of these courses return to their ports and marinas with a renewed energy and fresh approach to management.

To achieve its objectives, the AMM course utilizes pre-course assignments, case studies with small group problem-solving and student presentations, in addition to interactive workshops and some informal lecture formats. The course goes beyond the basics and addresses leading edge thinking of progressive practices in an intensive residency-based learning environment. The most important benefit from attending this course is the exposure to new ways of dealing with the issues and challenges which are common throughout the industry.

To ensure the highest quality of the course, AMI carefully screens applicants so that the 18 participants selected are a well-balanced peer group, all of whom can contribute equally to the sharing of knowledge and experience. Students will take away learning in the following areas, but not limited to:

- Marina profit center management
- Strategic planning
- Marina-operations techniques
- Marina law, contract and liabilities
- Facility design and retrofits
- Improving the quality and value of marina services
- Best profit ideas
- Business strategies and financial management
- Financial benchmark ratios and analysis
- Marina marketing, promotion and pricing
- Learning from other facilities and their managers
- Team-led case study with presentation to local facility managers and owners
- Networking opportunities with industry leaders and peers

## Course Topics and Instructors

AMI has gathered a highly qualified faculty of marina industry professionals, including marina operators who have achieved the industry's highest recognition award, the Certified Marina Manager (CMM). Core instructors and topics for this group include:

- Dennis Nixon, University of Rhode Island professor and Rhode Island Sea Grant program director
- Mark Amaral, Lighthouse Consulting Group
- Jim Frye, CMM, Westrec Marinas and former AMI Chair

## Successful Completion

To receive a certificate of completion, all students must:

- Attend and participate in the full-length of each session
- Attend course social events
- Receive favorable peer evaluations, where applicable

## Advanced Course Prerequisites\*

- Successful completion of the IMM course
- At least three years' experience in marina management, working day-to-day, on-site, in a marina of 50 slips or more **or** with at least \$500,000 in gross revenues
- Overall responsibility for the operations, administration, and financial performance of the marina (and boatyard if applicable)
- Membership to AMI

\*Please note the class is limited to 18 people. No more than two people may attend from the same marina.

## Pre-Course Assignments

- All students must prepare assignments and submit them in advance. Information on the assignments is included in your welcome email from the AMI Training Coordinator.

## 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 \$1,000 deposit. Should your application be denied, your check will be returned or your credit card will not be charged and you will receive the reason(s) for the denial.

**Tuition: \$3,495** includes:

- Five nights of lodging at host hotel — booked by AMI
- Five breakfasts, breaks and lunches
- Opening reception – Sunday evening
- Closing dinner — Thursday evening
- All course texts and handouts and on-site technical consulting with faculty at the course

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

- Once we receive your complete application package, we will send you a confirmation email, at which time a **\$1,000** deposit is due\*
- Full payment is due no later than **October 31, 2021**

Residency at the venue, for five nights, is mandatory. Extended reservations are a personal expense and can be made by contacting the hotel directly by providing a personal credit card for payment.

\* Do not make travel arrangements until you receive email confirmation that you are accepted into the course

**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 in US dollars, drawn on a U.S. Bank, to the Association of Marina Industries

**Cancellation and Refund Polices:**

- A refund of fees paid minus a service fee of \$500 will be made if AMI receives your cancellation in writing no later than October 31, 2021. After October 31st, 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.

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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): \_\_\_\_\_

Please charge the balance due to the above credit card once the course has been confirmed.

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: [amitraining@marinaassociation.org](mailto:amitraining@marinaassociation.org)

# Application for Admission

**Advanced Marina Management Course, December 5-10, 2021  
Jacksonville/St. Augustine, Florida**

**Please print**

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

Marina \_\_\_\_\_

Address \_\_\_\_\_

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

**Check here to use the same information below as previously provided on the IMM Application**

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 management \_\_\_\_\_ 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 Management \_\_\_\_\_ Other: \_\_\_\_\_

Services (profit centers) operated by your employees: (check all that apply)

\_\_\_\_\_ 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 or storm damage events, permits, etc. or other issues with which you would like help.)

**See Method of Payment instructions on preceding page. Full payment of all fees are due by October 31, 2021**