

Application for Admission

Advanced Marina Management Course, October 16-21, 2022

Hotel Zoe Fisherman's Wharf

425 North Point St, San Francisco, CA 94133

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 item (2) 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: \$3,795 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 **September 1, 2022**

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 September 1, 2022. After September 1, 2022 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): _____

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

For more information: Visit www.marinaassociation.org; or contact by telephone 401-247-0314; by fax 401-247-0074; by email: amitraining@marinaassociation.org

Application for Admission

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San Francisco, CA**

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 September 1, 2022