

recreational boating & educational conference

where michigan's
marine industry
leaders come
together to
build better
businesses
through education,
information &
networking

december 2
the h hotel • midland, mi

Wednesday, December 1

11:30 a.m. - 4:30 p.m.

Marina Development Permitting Team Consultations

Personalized half-hour consulting sessions with permitting experts from the DNRE & U.S. Army Corp. of Engineers who will answer questions and offer suggestions regarding your specific plans for marina development. Facilitated by Chuck Pistis, MI Sea Grant. (This is a unique opportunity for conference attendees to tap the minds of permitting experts prior to making a permitting application. This is not an opportunity to have permits approved.)

1 - 5:30 p.m.

Harbor Masters Annual Meeting

Representatives from the Department of Natural Resources and the Michigan Waterways Commission will be present to provide an overview of the past boating season and updates on the grant process, fee structures and policy changes for the 2011 season. There will be open discussions on several topics including: water levels, dredging and ethanol. Association business will follow.

This informative session will also include a presentation of a featured marina and its operations. The Harbor Master from the marina will outline current planning, challenges and other issues facing this particular marina. After the presentation there will be time for discussion to allow other marina managers the opportunity to share similar challenges and possible solutions.

Thursday, December 2

9 - 9:30 a.m.

Welcome Breakfast

9:30 - 10:45 a.m.

Cutting Edge Research to Enhance the Future of Recreational Boating - Dr. Ed Mahoney, MSU & National Marine Research Association



11 a.m. - Noon

Driven to Innovate: Simple-Powerful-Creative

- Michael Goree, Growth Strategies Consulting



Given the current economy, you are under a great deal of pressure to perform. Most organizations revert back to "what they know." "It has worked for us in the past" will no longer work. We need to develop "best solutions." However, even if you hit upon that next "great thing", you still need to execute. The drive for innovative and creative ways to do more with less, to do it differently but with greater results, and to stay competitively focused on the bottom line is the "new" way! This session explores the power of innovation, how it will impact the decisions you make in the future, and why it is - and will continue to be - the driving force in your industry.

11 a.m. - Noon

Marine Finance Landscape, Building Lender Relationships & Discovering Industry Positives

- Jim Coburn, Managing Partner at
Coburn & Assoc., LLC



Despite setbacks in the recreational boating sector as a result of economic pressures, historical data shows the recreational marine market will rebound. This session will help you understand the overarching data outlines in two important marine finance productions by the National Marine Bankers Association (NMBA), find out what you can do to build and strengthen your lender relationships and who is working on your behalf in the finance industry. A Fresh Look at Marine Financing will update you on new statistics, recent finance survey results, the latest financial reform and a progress review on the Small Business Administration.



Coburn & Associates



1:15 - 2:15 p.m.

New Age Marketing Tactics

- Brad Simmons, President, Simmons+Company

Understand the importance of social media and social networking, and how you can tap these new conduits and portals to generate more business. We'll also discuss how to create "grass roots" marketing for your business through community involvement, creating events and developing stronger and more consistent public relations.



1:15 - 2:15 p.m.

Common Employer Misconceptions

- Heather G. Ptasznik, Kotz, Sangster

Failure to comply with state and federal laws exposes your company to significant risks including costs of litigation, fines and decreased productivity. All these factors negatively impact your bottom line. This session will help you identify whether you are compliant with the laws and if not, show you how to take steps to become so. Ms. Ptasznik will cover such areas as: employment of minors, employees vs. independent contractors, reductions in force plans, overtime requirements and hiring/terminations.



2:30 - 3:45 p.m.

Using the Internet as a Marketing Tool

- Colleen King, President, King Media

The rise of the internet offers your business more opportunities to bolster its brand reputation and drive sales than you might realize. Come and learn how the internet can be your marketing tool for driving revenue and establishing your business as an industry leader. You will receive information on maximizing your website's profit potential, take a look into the mechanics of search engine optimization (SEO), discover how e-campaigns can measure your return on investment, and gain insights into why social media is so important in the business world. The internet is a powerful tool- come find out how to use it to maximize your business's potential.



2:30 - 5 p.m.

Strengthening You and Your Sales Team

- Gerry Weinberg, Gerry Weinberg & Associates

Make sure you and your sales people can take your business where you want it to go in 1,5,10 years from now. This session will help you and your sales staff develop the necessary skills to grow your business during tough economic challenges, and position your company ahead of the curve for the turnaround. Think beyond surviving - to thriving! Bring your most difficult sales challenges, you'll have Gerry for 2.5 hours! *Gerry Weinberg and Associates is an award winning sales training and sales force development organization that helps corporations and individuals achieve new levels of personal and professional success.*



4 - 5 p.m.

Greening Michigan

- Jeff Spencer, DNRE

Sponsor RBEC

This conference is an excellent opportunity for you to network with, and deliver your marketing message to, a prime audience of marine business men and women. You are invited to Sponsor RBEC and:

- 1) Be highlighted in the conference program, which is mailed to more than 500 marine businesses in MI * (Members and Non-Members).
- 2) Be recognized both orally and with signage at the conference.
- 3) Include a giveaway or literature in the registration bags.
- 4) Receive exhibit space, a 6 foot skirted exhibit table and two chairs at the conference.
- 5) Receive a thank you listing in our Marine Trade News (4th quarter issue).

- 6) Be recognized on MBIA.org website with hotlink to your website or PDF.
 - 7) Be recognized in MBIA E-News (two editions).
 - 8) Receive member labels for pre- and post-conference mailings.
 - 9) Gain exceptional networking opportunities with potential and current customers at RBEC.
- Cost: \$500**

Exhibit @ RBEC

Interested in showcasing your products and services to marine businessmen and woman attending RBEC? Sign up for an exhibit table at the 2010 conference. All breaks will be scheduled in the exhibit area and a special event or contest will be developed to assure attendees will be interacting with exhibitors. **Cost: \$200**



MIDLAND

At the H Hotel:

DINING

The Table - An elegant dining experience complete with their own temperature controlled wine room. Reservations recommended. Visit www.thetable.com for more information.

Cafe Zinc - A French Bistro setting serving breakfast, lunch and dinner daily. Complete with their very own pastry chef who makes fresh pastries and bread daily for the cafe.

Bar Oxygen O2 - Named for the element synonymous with life. This bar has comfortable seating and a traditional bar menu for lunch and dinner.

ACTIVITIES

Indoor lap pool & whirlpool
Full service fitness center
2 massage rooms
Nearby trails (weather permitting)

What's Nearby:

Soaring Eagle Casino

Just a half hour drive from one of Central Michigan's greatest Attractions, The Soaring Eagle Casino and Resort. Visit www.SoaringEagleCasino.com for more information.

Midland Center for the Arts

With two museums and multiple areas for performances, this is a site to see. Check back to www.mcfta.org for up-to-date event postings.

Want to find out more?

Visit The H Hotel Web site's "Features & Activities page" at www.Dolce-H-Hotel.com

-or-

The City of Midland Web site, www.Midland-MI.org