

New Year. New Plans. New Opportunities.

2017

MTA/NJ Conference & Expo

March 16th | Eagle Ridge Golf Club | Lakewood, NJ



SCHEDULE OF EVENTS

8:00am - 8:45am

Breakfast & Registration

Exhibitor Showcase & Networking

Meet with the “RESOURCE & HELP DESKS”

8:45am - 9:00am

Welcome and Conference Overview

MTA/NJ President Don Ditzel & Executive Director Melissa Danko

Morning Sessions

9:00am - 10:00am

STATE OF THE INDUSTRY

Leaders from two national boating associations representing different aspects of the boating industry will share their thoughts on the State of the Industry and its Outlook for the Future. The presentation will also include an update on the National Discover Boating Campaign.

Presented by:

Matt Gruhn, President, Marine Retailers Association of the Americas (MRAA)

Carl Blackwell, CMO & SVP Marketing & Communications, National Marine Manufacturers Association (NMMA)

10:00am - 10:30am

BREAK

Exhibitor Showcase & Networking

Meet with the “RESOURCE & HELP DESKS”

10:30am - 11:45am

LEGAL MATTERS

Part 1: Negligent Security Claims: This presentation will focus on important security areas that every business owner needs to be aware of. This segment will review liability of business owners for on-premises attacks and crimes; Risk Assessment and Owner’s Duties; Management Measures such as security cameras, fencing and security guards; Special Events and Special Risks and Insurance.

Presented by Carmelo “Tony” Torraca, Esq., Cooper Levenson

Part 2: Business Disputes and Litigation: Don’t Wait for a Crisis: Conflicts are a common occurrence for businesses so it is important to take precautions, see the clouds on the horizon and prepare for the storm. This segment will help businesses be prepared for any litigation, what to do during a crisis, the realities including mediations, arbitration, litigation and how to manage expectations. This segment will also review collection disputes, what the upfront essentials are as well as collection practices and procedures.

Presented by Kevin J. Thornton, Esq., Cooper Levenson

Continued on Reverse

- 11:45am - 12:45pm **BUSINESS GROWTH**
Six Essential Elements to Entrepreneurial Business Growth - Making Your Business Exceptional. This dynamic presentation will discuss your Keys to Success, Goals, Marketing Plans and “Bringing the Ducks to the Pond”, Lead Generation Strategies to Get Your Message Out and Personal Productivity.
Presented by Chris Ruisi The Coach, Author, Business Speaker and Leadership Coach, www.chrisruisi.com
- 12:45pm - 1:45pm **Lunch**
Exhibitor Showcase & Networking
Meet with the “RESOURCE & HELP DESKS”
- Afternoon Sessions**
- 1:45pm - 2:45pm **TECHNOLOGY TODAY**
Digital Marketing Trends & How to Leverage Them
 We now live in a post-internet, post-Google, post-mobile world and it’s never going back to the way it was. That said, there’s tremendous opportunity for marine businesses that embrace the new digital marketing toolkit to drive awareness, engagement, and conversions for their business.
Presented by Bill Wagner, Director of Product Marketing, ARI Network Services
- STATE SLATE 2017**
- 2:45pm - 3:15pm **Regulatory Update: An Overview of Recent Regulatory Changes:** The presentation will review DEP's Transformation, what it has meant for marine businesses and what happens next.
Presented by Ray Cantor, DEP Chief Advisor
- 3:15pm - 3:45pm **Dredged Material Management – The Key to Navigable Waterways:** This presentation will provide information on how DOT designs and engineers channels, manages dredged material, and an update on projects in the permitting stage and projects in design.
Presented by Genevieve Clifton, Manager, DOT Office of Maritime Resources
- 3:45pm - 4:15pm **Break**
Exhibitor Showcase & Networking
Meet with the “RESOURCE & HELP DESKS”
- 4:15pm - 4:45pm **Marine Business Safety Basics:** This presentation will provide an overview of recent OSHA activity in the marine industry including programs focused on marinas and boatyards, the top ten most commonly cited OSHA violations, items needed to have a strong safety plan, and a review of OSHA regulations that become effective in 2017.
Presented by Robert Smith, ASHM, Marine Safety Specialist, MYMIC
- 4:45pm - 5:15pm **Dealing with a Fisheries Management Crisis: Industry Opportunities to be heard by the New Trump Administration and Congress**
Presented by Jim Donofrio, Executive Director of the Recreational Fishing Alliance
- 5:15pm - 6:00pm **Q & A Open Session:** Participants will have the opportunity to discuss and exchange information and ideas on the most pressing issues facing their businesses today.
Moderated by Ray Bogan of Sinn, Fitzsimmons, Cantoli, Bogan and West and MTA/NJ Executive Director, Melissa Danko
- 6:00pm - 6:30pm **Cocktails, Networking & Door Prize Giveaway**