

B4: BETTER BOATING, BETTER BUSINESS

2019 MTA/NJ
CONFERENCE & EXPO



Schedule of Events

Breakfast & Registration:
(Beginning at 8:00am)

Exhibitor Showcase & Networking
Meet with the "Q & A HELP DESKS"

Welcome and Conference Overview

MTA/NJ President Jim Cerruti & Executive Director Melissa Danko

Morning Sessions

State of The Industry

Leaders from the 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. *Presented by Thom Dammrich, President, National Marine Manufacturers Association (NMMA) and Matt Gruhn, President, Marine Retailers Association of the Americas (MRAA)*

Improving the Customer Experience

The data available today illustrates that the customer experience at retail drives the success of the boating industry. For many of us, there is great opportunity to improve the customer experience by looking at it through an all-new lens and evaluating the key touchpoints and their impact on our customers' experiences. Join us for this insightful and interactive presentation that will help you narrow in on how you can improve the customer experience for your business. No matter what type of business you run or what role you play inside that business, you'll learn the impact you can have on success.

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

Break: Exhibitor Showcase & Networking **Meet with the "Q & A HELP DESKS"**

Legal Matters

PART 1: The Benefits and Risks of Employee Handbooks and Your Options - How separate topic, stand-alone written policies might benefit smaller businesses. This presentation will also include recent changes to laws impacting marine business such as Paid Leave, Impacts to Seasonal Employees and Minimum Wage.

Presented by Amy E. Rudley, ESQ., Cooper Levenson

PART 2: Trying to Get Paid - Filing a Collection Action in NJ Superior Court or Filing a Municipal Court Complaint for Theft of Services: An Analysis of the Options and the Benefits, Risks and Costs, and a Legal Matters Q & A

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

Continued on Reverse

There Is An "I" In TEAM

Have you ever heard that old saying, there is no "I" in team? Well, don't believe it. There really is! It comes in the form of Inspiration. In this session you will experience how you, as the leader, are the multiplying factor in the success of any team. There has never been a great team that has achieved great success without a great leader inspiring them. Inspirational leaders have many characteristics in common. Jim will discuss these characteristics and how you can become that inspirational leader to lead your team to the top as well. You will walk away with a few ideas to create a better and more cohesive team along the way.

Presented by Jim Million, a Professional Speaker, Trainer and Writer who specializes in Personal Development, Attitude, Motivation and Inspiration.

Lunch: Exhibitor Showcase & Networking/ Meet with the "Q & A HELP DESKS"

Afternoon Sessions

New Jersey Waterways Update - This presentation will provide a detailed update on the State Channel Dredging Program.

Presented by Genevieve Clifton, Manager, DOT Office of Maritime Resources

Pulling back the curtain: A look behind the scenes in Trenton - MTA/NJ lobbyist, Rob Nixon will discuss the political and legislative environment in New Jersey and how it impacts the recreational boating industry. This behind the scenes look will review the political atmosphere in Trenton and the MTA/NJ legislative strategy on taxes, the Budget and promoting boating in New Jersey.

Presented by Rob Nixon, State House Strategies

Workforce Development Update - This presentation will provide an update on the initiatives underway to address the shortage of skilled workers in the boating industry, what the MTA/NJ is working on for the industry and opportunities available. This presentation will also include an update from ABYC on all of their workforce development efforts and programs.

Presented by Melissa Danko, MTA/NJ Executive Director & Dave Broadbent, Assistant Director of Education for ABYC.

2019 Recreational Fisheries Update - All those confusing seasons, sizes & bag limits - there are so many fluking questions, and your personal fishing lobbyist in Washington and Trenton may have the answers!

Presented by Jim Donofrio, Executive Director of the Recreational Fishing Alliance

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

The conference will conclude with...

Cocktails, Networking, & Door Prize Giveaway

