

SCHEDULE AT A GLANCE

REGISTRATION HOURS

Tuesday, December 5 7:30 AM – 5:30 PM	Wednesday, December 6 7:30 AM – 5:30 PM	Thursday, December 7 7:30 AM – 5:30 PM
--	--	---

MONDAY, DECEMBER 4

1:00 PM - 5:00 PM	Large Exhibitor Move-In (by approval)	Music City Center-Hall B
-------------------	---------------------------------------	--------------------------

TUESDAY, DECEMBER 5


7:30 AM - 5:30 PM	Registration	Music City Center-Hall B Pre-function
-------------------	--------------	--

8:00 AM - 4:00 PM	Exhibitor Move-In	Music City Center-Hall B
-------------------	-------------------	--------------------------

1:00 PM - 1:30 PM	Welcome and Marina Industry Annual Survey Anna Townshend, Editor, <i>Marina Dock Age</i>	Music City Center- Room 107 A
--------------------------	---	--

1:45 PM - 2:45 PM	Panel Discussion- A Focus on Electric Shock Drowning Safety Issues, Equipment Requirements and New Standards <i>Gary D. Loftis, P.E., Maffett Loftis Engineering</i> <i>Chris Dolan, Manager, Sales and Customer Relations, Marina Electrical Equipment</i>	Music City Center-Room 107 B
-------------------	--	------------------------------

3:00 PM - 3:30 PM	Case Study: Developing Marina Operations Standards Bruce Lunde, Engineer, Lunde & Williams	Music City Center-Room 107 A
-------------------	---	------------------------------

3:45 PM - 4:15 PM	 Fundamentals of Marina Basin Design (.5 CEU) <i>Jack Cox, Principal Senior Coastal Engineer, SmithGroup JJR</i>	Music City Center-Room 107 B
-------------------	--	------------------------------

4:30 PM - 5:00 PM	Boat Clubs as Amenities and Profit Centers for Marinas <i>Bryan Church, Owner, Bartlett Lake Marina</i>	Music City Center- Room 107 A
-------------------	--	-------------------------------


WEDNESDAY, DECEMBER 6

7:30 AM – 5:30 PM	Registration	Music City Center-Hall B Pre-function
-------------------	--------------	--

8:00 AM - 9:00 AM	 Roundtable Sessions Topics: Marketing; Basin Design/Engineering; Marina Operations Standards (1 CEU)	Music City Center-Room 107 A
-------------------	---	------------------------------

9:00 AM - 5:00 PM	Exhibit Hours	Music City Center-Hall B
--------------------------	----------------------	---------------------------------

9:30 AM - 10:30 AM	Clean Marina Workshop	Music City Center-Hall B-Room 1
--------------------	-----------------------	---------------------------------

9:30 AM - 10:00 AM	 New Technologies for Electrical Equipment (.5 CEU) <i>Chris Dolan, Manager, Sales and Customer Relations, Marina Electrical Equipment</i>	Music City Center-Hall B-Room 2
--------------------	--	---------------------------------

11:00 AM - 12:00 PM	Clean Marina Workshop	Music City Center-Hall B-Room 1
---------------------	-----------------------	---------------------------------

1:00 PM - 2:30 PM	Panel Discussion- Accident Preparedness and Response: Best Practices to Protect Customers, Employees and the Marina <i>Robert W. Smith, Marine Safety Specialist, MYMIC Training Technology;</i> <i>Travis Vance, Attorney at Law, Fisher & Phillips LLP;</i> <i>John Chiazza, V.P./Sr. Sales Executive, USI Insurance Services</i>	Music City Center-Hall B-Room 1
-------------------	---	---------------------------------



Attendees to sessions provided by University of Wisconsin-Madison will be eligible for CEUs.

SCHEDULE AT A GLANCE

WEDNESDAY, DECEMBER 6

2:15 PM - 3:00 PM	New Product Showcases	Music City Center-Hall B-Room 2
3:00 PM	NETWORKING BREAK	Music City Center-Hall B
3:30 PM - 4:00 PM	Seven Key Digital Marketing Strategies: from Email Campaigns to Google Searches and Social Media <i>Ryan Davis, Marine Digital Strategist, Canvasback Media</i>	Music City Center-Hall B-Room 1
3:30 PM - 4:00 PM	 Ice is Not so Nice (.5 CEU) <i>Jack Cox, Principal Senior Coastal Engineer, SmithGroup JJR</i>	Music City Center-Hall B-Room 2
4:15 PM - 5:00 PM	Marina of the Year Awards/Cocktail Reception	Music City Center-Hall B-Room 1

THURSDAY, DECEMBER 7

7:30 AM - 5:30 PM	Registration	Music City Center-Hall B Pre-function
8:00 AM - 9:00 AM	 Roundtable Sessions Topics: Rehab/Renovation; Trends; Safety (1 CEU)	Music City Center-107 A
9:00 AM - 5:00 PM	Exhibit Hours	Music City Center-Hall B
9:30 AM - 10:00 AM	Marketing: Identifying a Marina's Niche and its Place in the Changing Marketplace <i>Kelly Flory, General Manager, Martin Flory Group</i>	Music City Center-Hall B-Room 1
9:30 AM - 10:00 AM	 Managing Stormwater (.5 CEU) <i>Dan Natchez, President, Daniel S. Natchez & Associates, Inc.</i>	Music City Center-Hall B-Room 2
10:15 AM - 10:45 AM	The Cutting Edge: How Software is Changing Recreational Boating <i>Iaian Archibald, Co-Founder & CEO, Swell Advantage Ltd</i>	Music City Center-Hall B-Room 1
10:15 AM - 10:45 AM	 Effective Marina Management (.5 CEU) <i>Dennis Kissman, President, Marina Management Services, Inc.</i>	Music City Center-Hall B-Room 2
11:15 AM - 11:45 AM	Marina Condition Assessment <i>Gregory J. Weykamp, ASLA, LEED AP, President, Principal, Edgewater Resources, LLC</i>	Music City Center-Hall B-Room 1
11:15 AM - 11:45 AM	 Positioning Your Marina for the Future (.5 CEU) <i>Dan Natchez, President, Daniel S. Natchez & Associates, Inc.</i>	Music City Center-Hall B-Room 2
1:00 PM - 2:00 PM	Clean Marina Workshop	Music city Center-Hall B-Room 1
2:15 PM - 3:00 PM	New Product Showcases	Music City Center-Hall B-Room 2
3:00 PM	NETWORKING BREAK	Music City Center-Hall B
3:30 PM - 4:00 PM	Electrical Safety Fundamentals: Important Codes and Safety Requirements <i>Gary D. Loftis, P.E., Maffett Loftis Engineering</i>	Music City Center-Hall B-Room 1
6:00 PM - 8:00 PM	Grand Ole Finale - 2017 Docks Closing Party	Wildhorse Saloon

FRIDAY, DECEMBER 8

8:00 AM - 2:00 PM	Exhibitor Move-Out	Music City Center-Hall B
-------------------	--------------------	--------------------------