



the docks expo

what's **NEW**, what's **NOW**, what's **NEXT**.

December 6–8, 2022 • Nashville, TN • Music City Center

REGISTER **ONLINE NOW**

presented by:

Marina
DOCK AGE

Sign up by 9/27 and save \$100. Get started at **docksexpo.com** ►



Refocus and Recharge at #Docks2022

You're Invited to the 2022 Docks Expo, running December 6-8 in Nashville, TN. This annual event, **produced by Marina Dock Age**, provides fresh and saltwater marina owners, operators, and professionals the space and focused time to network, learn, and get to work.

This year, programming will focus on *what's new, what's now, and what's next*. Education sessions will examine **marketing strategies, revenue tactics, and best management practices** to help marinas big and small combat ever-increasing operating costs, staffing challenges, and new environmental factors.

What to Expect: This annual trade show connects marina, boatyard, and private dock owners and operators with the latest training, products, and services. Expect over **120+ marina-focused exhibitors** and **20 education sessions** that are industry-sourced and expertly curated, and hours of exclusive **networking events**.

Who Should Attend: Seasoned industry professionals and rising marina talent will benefit from attending. This event caters to both **inland and coastal marina operations**. Professionals who rely on the marina or boating industry are also encouraged to attend. Whether you've attended in previous years or you just heard about Docks, *make sure your marina operation is represented at this industry staple*.

Why Nashville: Now in its eighth year, Docks is continuing its residency in the Music City this December. Centrally located, **Nashville is easy to access** for attendees across the country. Just steps away from the event venue, Music City Center, and the headquarter hotel, Hilton Downtown Nashville, you'll find **world-famous dining and honky tonks**, plus live music at every turn.

What's Included: Attendee registration includes everything – **no add-on charges**. Online registration is now open. Sign up early and save. **Discounted Registration for only \$265 runs through September 27.**

Visit docksexpo.com to learn more.






Tuesday, December 6

7:30 am - 5:30 pm	Registration
8:00 am - 4:00 pm	Exhibitor Move-in
12:30 - 1:30 pm	Opening Session – Marina Fire Safety <small>LIFEHOUSE INVESTMENT PROPERTIES GROUP</small>
1:45 - 2:45 pm	Tell Me What You Want
	How to Conduct a Workplace Investigation
3:00 - 4:00 pm	Occupancy, Operations and Property Value: A Story of Marina Digitization in Three Acts
	Grant Funding and Financing Strategies
4:15 - 5:15 pm	Email Marketing for People Who Hate Social Media Marketing
	Financing Waterfront Businesses: Where are We Now?
5:15 pm	Welcome Reception

Wednesday, December 7

8:00 am - 5:30 pm	Registration
9:00 am - 5:00 pm	Exhibit Hours
9:00 am	Coffee Bar <small>DOCK & MARINA SERVICES</small>
9:15 am	Product Demo – <i>LADR LLC</i>
9:30 - 10:30 am	Navigating the Permitting Process
	Taking the Leap- How CRM Improves Customer Experience
10:45 am	Product Demo – <i>Accsys (Titan Wood)</i>
11:00 am - 12:00 pm	Repair of Piles & Seawalls
	Practical Application of Marina Electrical Systems - Part 1
12:00 - 1:00 pm	Lunch on the Tradeshow Floor
12:45 pm	Product Demo
1:00 - 2:00 pm	Practical Application of Marina Electrical Systems - Part 2
	Rentals Done Right
2:15 pm	Product Demo – <i>Kenect</i>
2:30 - 3:30 pm	Freedom Boat Clubs: How a Boat Club Adds Profit to Your Marina
	Kenect: Double Your Google Reviews in 2022
3:45 pm	Product Demo – <i>Poly Lift Boat Lifts</i>
4:00 - 5:00 pm	Happy Hour <small>Golden Giant, Inc.</small>

Thursday, December 8

8:00 am - 3:30 pm	Registration
9:00 am - 3:00 pm	Exhibit Hours
9:00 am	Coffee Bar
9:15 am	Product Demo
9:30 - 10:30 am	Marina Piping Systems
	Creativity, Culture and Connectivity: The Winning Trifecta of Marina Marketing
10:45 am	Product Demo – <i>KECO Inc</i>
11:00 am - 12:00 pm	Promoting the Marina on the Internet & Social Media
	Insurance Considerations for Your Docks: Lessons From Claims
12:15 pm	Product Demo – <i>Peek</i>
12:30 - 2:00 pm	Bloody Mary Bar  
	The Awards Lunch & Closing Session 

Thank you #Docks2022 Sponsors



Want to showcase your brand at #Docks2022 by exhibiting or learn about sponsorship options?

Email Susie Jensen at susie@marinadockage.com

TUESDAY, 12/6

OPENING SESSION: 12:30 pm Marina Fire Safety

LEISURE
INVESTMENT PROPERTIES GROUP
GOLF • MARINAS • RESORTS • PLANNED COMMUNITIES

Daniel Rutherford, Director, Claims and Risks Management, Maritime Program Group, a Division of One80 Intermediaries

If a fire strikes, how will you respond and what are your liabilities? How do you prepare for or prevent a fire? This course will go over practical fire prevention methods, the standards that apply, insurance policy, liabilities under bailments for mutual benefit, and how to manage a fire, should the unthinkable happen.

Tell Me What You Want 1:45 pm

Daniel Natchez, President, Daniel S. Natchez and Associates

What do your customers think are the most important reasons for being at your facility? What do boaters really want, and how does that translate into higher earnings? Regardless of a marina's size and geographic location, if you don't know what your customers want, it's awfully hard to give it to them!

How to Conduct a Workplace Investigation 1:45 pm

Robert Smith, Safety Consultant, Fisher Phillips, LLP

How companies investigate potential misconduct can affect that company's reputation almost as much as the alleged conduct itself. This session will teach managers the principles needed to complete a workplace investigation while reviewing three case studies involving a fire at a fuel dock, suspected drug use, and a sexual assault claim.

Occupancy, Operations and Property Value: A Story of Marina Digitization in Three Acts 3:00 pm

Mathew Minty, Senior Account Executive, Dockwa

This session will walk through how three marinas strategically used data and technology to change the outcomes of their business.

One marina achieved occupancy rates over 100%, another used technology to accelerate payment collection, and a third found hidden opportunity in its property for a greater valuation.

Grant Funding and Financing Strategies 3:00 pm

Gregory Weykamp, President, Edgewater Resources, LLC; Kathy Weykamp, Principal, Edgewater Resources, LLC

One of the biggest challenges to building or renovating marinas is finding the money to do the work. This seminar will explore grant programs and development strategies using public-private partnerships and offer key strategies that have helped us obtain tens of millions of dollars in funding over the last ten years.

Email Marketing for People Who Hate Social Media Marketing 4:15 pm

Roxanne Rockvam, General Manager, Rockvam Boat Yards, Inc.

Email marketing is a year-round contact channel that can provide a simplified, useful, and enjoyable form of communication for your customers, and be an added profit center for a marina. Learn how to choose a topic, block your time, and grow an audience—a process so simple that at the end of the session attendees will have a plan to take home and implement.

Financing Waterfront Business: Where Are We Now? 4:15 pm

Michael Ellsberry, President, Anchor Financial Services

In this year of inflation, recession, and rising interest rates how does an owner obtain financing to continue or expand a marina business? This session will present perspectives on successful financing during challenging times and techniques to achieve lender approval.

WEDNESDAY, 12/7

Navigating the Permitting Process 9:30 am

Gregory Weykamp, President, Edgewater Resources, LLC; Jack Cox, Senior Principal, Edgewater Resources, LLC

One of the most challenging aspects of building any new marina or major marina renovation project is completing the permitting process in a timely and cost-effective way. Through case studies, this seminar will explain the process, outline strategies for obtaining permits quickly, and offer tips for overcoming challenges when the agencies don't want to say yes.

Taking the Leap – How CRM Improves Customer Experience 9:30 am

Tone Britovsek, President & Owner, IRM Ltd., Marina Master; Vesna Pavlovic, M.Sc., CEO, IRM Ltd., Marina Master

CRM can both improve the customer experience and streamline the management of marinas. Learn about CRM and the specifics and add-ons designed for the marina industry, along with best practices and the latest trends to help fully take advantage of what CRM offers for the marina industry.

Repair of Piles & Seawalls 11:00 am

Mo Ehsani, President, QuakeWrap, Inc. and Professor Emeritus of Civil Eng. U of AZ

Piles, seawalls, and bulkheads corrode with age and require repair and strengthening. Learn through case studies how to repair these structures using Fiber Reinforced Polymer (FRP) products that have been extensively tested and are the only repair solution the U.S. military uses worldwide.

Practical Application of Marina Electrical Systems - Part 1

11:00 am

Gary Loftis, Electrical Engineer, Maffett Loftis Engineering

Reading the National Electric Code can be intimidating, and correctly applying it to marinas can be even more challenging. Electrical codes are adopted and enforced and should be followed for the safety of those that enjoy marinas. This two-part class is designed to help explain many of these important electrical code issues and provide practical applications that are relevant to today's marinas.

Practical Application of Marina Electrical Systems - Part 2

1:00 pm

Rentals Done Right

1:00 pm

Daniel Rutherford, Director, Claims and Risk Management, Maritime Program Group, a Division of One80 Intermediaries; Cam Serigne, CEO, vQuip Solutions; Matt Roper, AMIM, CPCU, Marine Product Manager, One80 Intermediaries; Nick McGinty, Maritime Insurance International

Rentals can be an incredible source of revenue for a marina, but they can be a volatile market and come with significant risk. Learn

how marina owners can protect themselves and their company from liabilities, how to manage risk, and maximize profit through the use of waivers, GPS Telematics, customer vetting, data collection, and how to approach the insurance market.

Freedom Boat Clubs: How a Boat Club Adds Profit to Your Marina

2:30 pm

Barry Slade, VP, Access to Water, Freedom Boat Club

Boater and consumer metrics point to shared access, specifically boat clubs, as a significant and growing segment of the boating community, and a key part of the marina landscape for years to come. Learn what the data is saying about the marina industry and how a boat club can offer many benefits/lifts to the marina P&L.

Kenect: Double Your Google Reviews in 2022

2:30 pm

Graham Anderson, CSO & Founder, Kenect

Google reviews are here to stay. Learn the fundamentals of review generation, how to manage negative reviews, what to do with good reviews, and why reviews matter. We'll share a 4-step template to double the Google reviews for a marina.

THURSDAY, 12/8

Marina Piping Systems

9:30 am

Justin Newell, Principal and Mechanical Engineer, Maffett Loftis Engineering

This session will cover the different marina piping systems including domestic water, sanitary sewer, and fire protection, examining the common challenges to marina piping design and solutions that provide robust and reliable piping systems. Applicable codes that govern marina pipe systems and their impact on system design and coordination will also be discussed.

Creativity, Culture and Connectivity: The Winning Trifecta of Marina Marketing

9:30 am

Dan Williams, PLA, ASLA, AHLF, Senior Landscape Architect, MSA Professional Services, Inc.; Ed Snyder, Regional Sales Manager, MariCorp US

To attract and retain new customers marinas should strive to provide amenities both elemental and innovative in nature. An excellent way to reach that goal is to incorporate the three 'C's of marina brand marketing: Creativity, Culture, and Connectivity. This session will cover the ins and outs of each and explore case studies that demonstrate this marketing trifecta in action.

Promoting the Marina on the Internet & Social Media

11:00 am

Christa Manieri, President & Owner, Appomattox Boat Harbor

Understanding how to use social media to showcase a marina, its events, and promotions, can be overwhelming, but there are some simple methods and tips to get the greatest impact with the smallest cost. Learn how to make a marina stand out across Facebook, Instagram, Reels, Tic Tok, Google, Yelp, and YouTube channels.

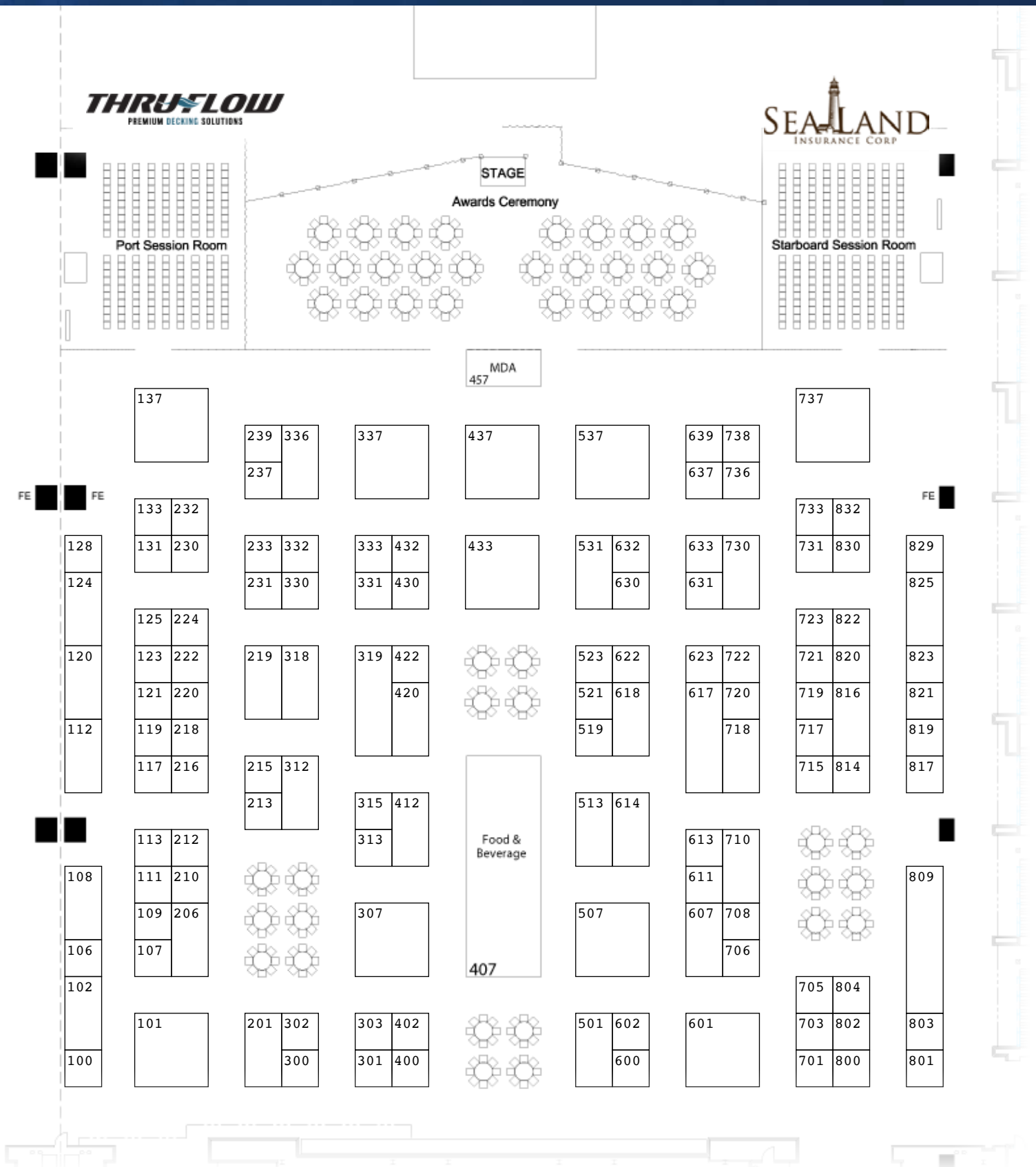
Insurance Considerations for Your Docks: Lessons From Claims

11:00 am

Kim Finlay, Senior Vice President, CHUBB; DJ Tyler, Vice President, Marine Specialties Limited ; Kent Reeve, Co-Owner and Service Manager, South Shore Marina

A panel that includes an underwriter, agent, adjuster, and dock contractor, will lead participants through the process of insuring the docks of a hypothetical marina and what happens when there is a loss. Misconceptions and common issues that arise during the claim process will be highlighted.

EXHIBITOR.....BOOTH #	EXHIBITOR.....BOOTH #	EXHIBITOR.....BOOTH #
060 BIO LLC302	Econo Lift Boat Hoist618	Molo Inc.....433
AR Marketing333	Edson Marine/Pump Divison.....701	National Fab & Floatation, LLC119
Alumadock Marine Structures.....537	Endeck by Eastern Metal Supply.....216	National Marina Sales312
American Muscle Docks & Fabrication.....101	EnviroTubes.....803	North Shore Safety125
American Piledriving Equipment736	Falco Americas Corp.....630	Oasis Marinas718
Anchor Financial Services723	FiberSteel Boatlifts.....201	Orenco Composites120
Astro Plastics123	Fisher Phillips Safety Solutions.....212	Outdoor Water Solutions231
BMS Marine Inc.703	Floating Docks Mfg. Co.....521	Patriot Decking.....819
Barbour Plastics, Inc.112	Forklift Exchange Inc.....124	Peek220
Bearon Aquatics109	Formex Dock Floatation637	PileMedic by QuakeWrap804
Bellingham Marine.....708	Fortress Pilings613	Poly Lift Boat Lifts437
Boat Floater Industries, LLC.....422	Foundation Technologies Inc.318	Rack 'N Roll Marine Inc.....210
C Marine Products117	Frog Hooks by Sternmoor, LLC430	Rogers Petroleum Inc.102
CAPRIA Stacker Machinery.....218	Geoform International809	Roof & Rack Products Inc.....622
Carolina Waterworks816	Golden Giant Building Systems ...706	SF Marina Systems USA.....639
Cellofoam North America219	Golden Manufacturing, Inc108	Scribble Software507
Colliers International, Leisure Property Advisors715	Grace Frank Group721	Seaflex Inc.313
Connect-A-Dock Inc.400	Haven Dock & Marine.....821	Sealite USA / SPX.....802
Coverra Insurance111	Hubbell Inc.....801	ServUs Corp of SC232
Cumberland Sales Company315	Huron Marine Group730	Sidekick Concepts, LLC100
dassoXTR.....523	HydroHoist Boat Lifts307	Simply Marinas.....829
Decks and Docks Lumber Company, Inc.823	K & R Dock Accessories501	Snap Dock710
Den Hartog Industries Inc.....705	KECO Inc.....513	Stellar Software, LLC.....432
Denso North America.....215	Kasco Marine738	Structurmarine213
Dock and Marina Services Inc.237	Kenect.....222	SunWalk "Superior Strength, Superior Experience, Superior Surface"206
Dock Blocks of North America607	Kropf Industrial Inc.617	Sure Step & Tredz - Perspective Products614
Dock Boxes Unlimited Inc.601	LAD'R.....137	Tangent Technologies, LLC106
Dock Marine USA825	Leisure Investment Properties Group113	Task One Marine, LLC.....720
DockEdge Plus.....121	Lumberock & GatorDock107	Taylor Made Marine Products.....800
DockHinge.....230	Maffett Loftis Engineering, LLC224	The Deck Store820
Dockwa Inc.817	MariCorp US.....412	Tiger Docks402
DoubleTrac by Omega Flex.....611	Marina Dock Age457	TimberTech AZEK.....301
Dover Fueling Solutions719	Marina Electrical Equipment623	Titan Deck519
DuraTek Boat Lifts319	Marina Master, IRM Ltd.....722	Titan Wood Inc, T/A Accsys531
Eagle Floats By Hendren Plastics..337	Marinalife.....717	Trionic Corp.239
EMP Industries Inc / Best Marine Solutions.....814	Marine Development Inc.336	vQuip631
EZ Dock.....600	Marinetek North America303	Walsh Marine Products.....737
Eaton Marina Power & Lighting602	Marshall & Sterling Marine Insurance..822	
	Meeco Sullivan420	
	Merco Marine300	



The Awards Lunch & Closing Session

Thursday, Dec. 8 @ 12:30 pm



Marina of the Year

Each year, **Marina Dock Age** honors two marinas (one small, less than 250 slips, and one large) with the Marina of the Year awards. Facilities from across the country complete detailed applications, competing in many different categories – business operations, renovations, advertising/marketing, community and industry involvement, special challenges and more.

Marina Dock Age will present additional awards in other categories, such as Facility Improvements, Advertising/Marketing, Environmental Responsibility and more. Awards will vary from year to year, depending on the qualified applicants. Marinas can win category awards each year, and former Marina of the Year winners are also eligible to win additional category awards every year. The winning marinas will be featured in *Marina Dock Age* magazine in 2023.



2021 Winners:

Large Winner – Northshore Marina • Jonestown, Texas

Small Winner – Bluff Creek Marina • Strawn, Texas

Young Leader Award

The Docks Expo is accepting nominations for men and women under the age of 40, who have made significant contributions to the marina and boatyard industry and collectively promise to play a big role in shaping its future.



PRESENTED BY **MARINA DOCK AGE**

We are looking for nominees that represent the broad range of employment opportunities in the industry. Awards will be presented to young marina and boatyard owners, managers and staff; marina consultants, engineers or other professional service providers; manufacturers and suppliers of marina and boatyard products, or other professions that rely on the marina and boatyard industry for their businesses.

2022 Marina of the Year & Young Leader Award nominations are due Oct. 3.

Visit docksexpo.com/nominate to learn more or to submit a nomination form. All winners will be honored during an awards ceremony at The Docks Expo.

Online Registration

Attendee registration is all-inclusive

and covers access to the trade show floor, 120+ exhibitors, 20 expert-led education sessions, product demos, and opportunities to reconnect. Sign up early & save!



2022 Attendee Pricing

Discounted Registration through September 27 \$265

Early Registration through November 8 \$365

Standard Registration after November 8 \$395

Register online at www.docksexpo.com ►

Hotel Accommodations

► Reserve your room via the hotel links on docksexpo.com/hotel-explore or by calling the hotel directly by November 8 to take advantage of the Docks Expo room block rates.

Hilton Downtown Nashville

(2 blocks from MCC)

121 Fourth Avenue South, Nashville, TN 37201

(615) 620-1000

\$250.00/night



Residence Inn Nashville Downtown/ Convention Center

(adjacent to MCC)

410 Rep John Lewis Way South, Nashville, TN 37203

(615) 514-2501

\$159.00/night

