



Marathon Marina And Resort • Marathon, Florida
2020 Small Marina Of The Year

the docks expo



2021 Registration is Now Open

Nov. 29 – Dec. 1 • Nashville, TN • Music City Center

presented by: **Marina**
DOCK AGE

Get started at www.docksexpo.com ►





Reconnect at #Docks2021

You're Invited to the 2021 Docks Expo. Whether your backdrop is palm trees or pine trees, mountain skies or skylines, we know the marina season keeps you busy. That's why we've created a one-stop-shop for the fresh and saltwater marina industry to get to work. Join us **November 29-December 1 in Nashville, Tennessee** and lift your marina operation to new heights.

Docks is produced by **Marina Dock Age** magazine - so expect to find top-tier technology, tools, and ideas that are trending right now. By attending, you'll have access to 100+ exhibitors, 19 education sessions, hands-on product demos, and exclusive networking events.

Who Should Attend? This annual trade show is designed to connect fresh and saltwater marina, boatyard, and private dock owners and operators with the latest training, products, and services. Professionals who rely on the marina or boating industry for their business will benefit from attending #Docks2021.

Why Nashville? Now in its seventh year, Docks is continuing its residency in the Music City this November. Here are just a few reasons why we love this location:

- Nashville's central location makes travel easy. The Nashville International Airport operates 20 airlines with 585 flights arriving and departing daily
- Live music at every turn. There's a reason they call it Music City!
- Endless and unique dining options like Nashville's world-famous hot chicken.
- Plus, 40,000 sq.ft. of trade show space at The Music City Center.

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

Visit docksexpo.com to learn more





MONDAY, NOVEMBER 29

12:30-1:30pm	Opening Session – Save Money Make Money!
1:45-2:45pm	Understanding your Marina Operator’s Legal Liability (MOLL): Coverage and Responsibilities Financing: Issues and Opportunities for Marinas and Boatyard Operations
3:00-4:00pm	Cost Effective Dispute Resolution Advancing Strategies for Sustainable Marina Design
4:15-5:15pm	Effective Change Management for the Smart Marina Renovation and the Issues Affecting Today’s Marinas

TUESDAY, NOVEMBER 30

9:00am-5:00pm	Exhibit Hours
9:00am	Coffee Bar
9:30-10:30am	What to Expect from the 2023 Edition of the National Electric Code The Worldwide Marina Industry-What Can We Learn From Each Other and What’s Ahead
10:45-11:00am	Product Demo
11:15am-12:15pm	Forensic Analysis of Marina Condition and Failures Implementing Automatic Drystacks from the Dry Side to Wet
12:30pm-1:30pm	Lunch on Tradeshow floor
1:45pm-2:00pm	Product Demo
2:15-3:15pm	Google Reviews: How To Get Them, Respond To Them, and Why They Matter Clean Marinas Information Session: Keep Our Waterways Free of Trash
3:30-3:45pm	Product Demo
4:00-5:00pm	Happy Hour
5:30-7:00pm	The Docks Expo Nash Bash

The Docks Expo Nash Bash

We’re excited to announce that the official 2021 Docks Expo Nash Bash will take place at **6th and Peabody on Tuesday, November 30, from 5:30-7:00 pm!** Sample the brand’s famous moonshine, enjoy free food, reconnect with industry pros over a friendly yard game and more.


Sponsored by:



Learn more about this event at www.docksexpo.com ►



WEDNESDAY, DECEMBER 1

9:00am-3:00pm	Exhibit Hours
9:00am	Coffee Bar
9:15-10:15am	The Problem with Abandoned Boats Protecting Marinas & Shorelines from Surf/Wake Boat Wakes
10:30-10:45am	Product Demo
10:45-11:45am	Awards Ceremony Brunch and Bloody Mary Bar  DOCKWA
12:00-1:00pm	Identifying a Marina's Niche to Build and Enhance Profit Centers Finding Hidden Revenue in Your Marina
1:15-1:30pm	Product Demo
2:00-3:00pm	Reducing the Risk of ESD Houseboats: A Profit Center for Marinas

Thank you #Docks2021 Sponsors



Interested in becoming a #Docks2021 sponsor?
 Email Susie Jensen at susie@marinadockage.com
 or call (314) 561-4700



MONDAY, NOVEMBER 29

Save Money Make Money!

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

Come discover how \$4 changed the trajectory of how Rockvam Boatyard conducts business. In the past two years three major profit centers have been automated and the marketing program updated allowing us control to make money in interesting ways. Hear our story and learn creative ideas to apply to your own marina.

Understanding your Marina Operator's Legal Liability (MOLL): Coverage and Responsibilities

Daniel Rutherford, Director, Claims and Risk Management, Maritime Program Group

MOLL coverage is often misunderstood by insureds and claimants alike. What differentiates MOLL coverage from MGL (Marine General Liability) coverage? When does MOLL coverage kick in and how is it designed to protect you from needless lawsuits and coverage shortfalls? This course will teach you about the issues surrounding Care Custody and Control, your legal liability, bailment, and how to proactively protect yourself both by contract and by your actions as bailee.

Financing: Issues and Opportunities for Marinas and Boatyard Operations

Michael Ellsberry, President, Anchor Financial Services

This presentation will identify financing sources including non-traditional ones, and provide information on changes that have affected lenders and how that impacts your business. In addition, we'll explore effective methods for working with lenders to help ensure you get the best results.

Cost Effective Dispute Resolution

Speaker: Lee Kramer, Maritime Lawyer - Owner, Great Lakes Dispute Resolution, LLC

Based on his years of experience and through case studies, the presenter will discuss the effectiveness and efficiency of mediation versus litigation in the context of marina - customer disputes.

Advancing Strategies for Sustainable Marina Design

Gregory Weykamp, Principal | President, Edgewater Resources, LLC

Marinas need to reduce their impact on the environment, and to prepare for more stringent environmental requirements and increasing costs. This session will explore ways to shift the focus from just regulatory compliance to leveraging sustainable designs as effective tools to differentiate a marina from its competition. Case studies will identify specific ways to reduce maintenance and operational costs, increase utilization of a marina, attract more boaters, and increase profits.

Effective Change Management for the Smart Marina

Jim Lamarche, General Manager, Falco Americas Corp.

Elsa Nicol, CEO, Wattson Elements- Falco

Technology by itself does not enable the connected marina. People, process, and education all have a dramatic effect on the success rates of new innovative services and solutions. Learn how to put a solid change/management methodology in place to manage all the critical success factors to digitizing and changing the way marinas operate, workers work, and boaters experience their time on the water.

Renovation and the Issues Affecting Today's Marinas

Lee Ishee, Project Development Manager, Northeast and Southeast Divisions, U.S.A., Bellingham Marine

Mathew Anderson, Project Development Manager, Southeast Division, U.S.A., Bellingham Marine

What do you do when the potential revenue opportunity from a renovation or expansion is more compelling than staying the course? This roundtable-style presentation will focus on the processes and planning that goes into ensuring a successful and efficient marina renovation project from start to finish. We will identify issues surrounding items that affect today's marinas such as ground fault, higher power requirements, fire protection, grant funding for pump outs, and many more.

TUESDAY, NOVEMBER 30

What to Expect from the 2023 Edition of the National Electrical Code

Gary Loftis, Electrical Engineer, Maffett Loftis Engineering

The 2023 edition of the National Electric Code (NEC) will be the most aggressive code regulation for marinas to date. It is in progress and will be published later in 2022. Many states will adopt the 2023 Edition within a few months of the new year. This session will highlight the new code requirements and how to plan ahead for what is coming in the new code edition.

The Worldwide Marina Industry- What Can We Learn from Each Other and What's Ahead?

Tone Britovsek, President & Owner, IRM Ltd., Marina Master

Vesna Pavlovic, M.Sc., CEO, IRM Ltd., Marina Master

No two marinas in the world are operating in the same way but still all marinas have a lot in common. This presentation will look at common operations, characteristics, requirements, and customer expectations and share best practices and trends that are shaping the future of marina management.



Forensic Analysis of Marina Condition and Failures

Jack Cox, Senior Principal, Edgewater Resources, LLC

Through case studies, learn strategies for assessing the condition of an existing marina facility, including how to identify why storm damage occurred, and how to plan renovation strategies, budget requirements, and how to minimize impacts to boaters during construction. Use of new tools to evaluate infrastructure will be covered, including aerial and submersible drones.

Implementing Automatic Drystack from the Dry Side to Wet

Ron Schults, PE, Principal/Chairman, Edgewater Resources, LLC

Mike Kenny, EIT, Project Engineer, Edgewater Resources, LLC

This session will cover the implementation of the next generation of automated drystack marina facilities, including case studies from several states. Different types of automation and ways to implement them into a project will be explored as well as specific strategies for staging vessels, navigational efficiency, overcoming geometric constraints, and managing peak demand.

Google Reviews: How to Get Them, Respond to Them, and Why They Matter

McKay Allen, VP of Marketing, Kenect

Dealerships have a lot of questions about Google reviews: how to get them, how to respond to them, why they matter, and why Google is the most important site for them. This session will cover the fundamentals of review generation, how to get more positive reviews, and most importantly, how to handle negative reviews.

Clean Marinas Information Session: Keep Waterways Free of Trash

Sarah Orlando, Ohio Clean Marinas Program Manager, Ohio Sea Grant

Heather Sheets, Ohio Clean Marinas Coordinator, Ohio Department of Natural Resources

Jill Bartolotta, Extension Educator, Ohio Sea Grant

Maia McGuire, Associate Director for Extension and Education, Florida Sea Grant

Having clean, safe water is essential for recreational boating, and there are many environmental challenges facing marina owners today. Our presenters will cover current research on trash in our waterways, abandoned and derelict vessels, single-use plastic reduction, and shrink wrap recycling. Existing resources and educational tools will be shared.

WEDNESDAY, DECEMBER 1

The Problem with Abandoned Boats

Robert Smith, Executive Director, Fisher Phillips Safety Solutions

Legalities behind dealing with abandoned boats including what options are available for marinas with respect to acquiring title, resell, or disposal.

Protecting Marinas & Shorelines from Surf/Boat Wakes

Christopher Goshaw, P.E., Principal, IWC | International Waterfront Consultants LLC

Over the last two decades, the popularity of surf/wake boats has continued to rise. Large waves from these hulls can have damaging consequences to nearby marina facilities and natural shorelines if not properly protected. This presentation will review the current and future technologies of surf/wake boats, quantify the range of surf/wake boat wakes expected, and conclude with measures to protect marina facilities and manage shorelines from these wakes.

Identifying a Marina's Niche to Build and Enhance Profit Centers

Daniel Natchez, President, Daniel S. Natchez and Associates, Inc.

Identifying a facility's niche is key to creating and enhancing profit centers in a meaningful and cost effective manner. From facelifts to partial or full scale renovations or reconfigurations, this session will explore what makes sense; approaches for implementation; understanding and accommodating different demographics; and overcoming the challenges to facilitate meaningful and cost effective income producing actions.

Finding Hidden Revenue in Your Marina

Meghan Keane-Anderson, CMO, Dockwa and Marinas.com

2021 has seen more boaters than ever before take to the water. Whether you have gaps in your occupancy or were completely sold out all year, there may be ways to further capitalize on the boater boom. This presentation will walk through some of our best strategies for revenue optimization, including contract process optimization, pricing experiments, backfills, and cross-promotional partnerships to help glean more revenue out of your marina property.

Reducing the Risk of ESD

Mike Evert, Sales Engineer, North Shore Safety

This presentation will outline the dangers and liability of Electric Shock Drowning (ESD) including how electrical current can leak into the water and sources of leakage. Several solutions will be discussed including physical and technical solutions. Procedural solutions that marina operators can implement to help mitigate the risk of ESD will also be discussed.

Houseboats: A Profit Center for Marinas

Bill Drage, Principle owner, East Coast Houseboats

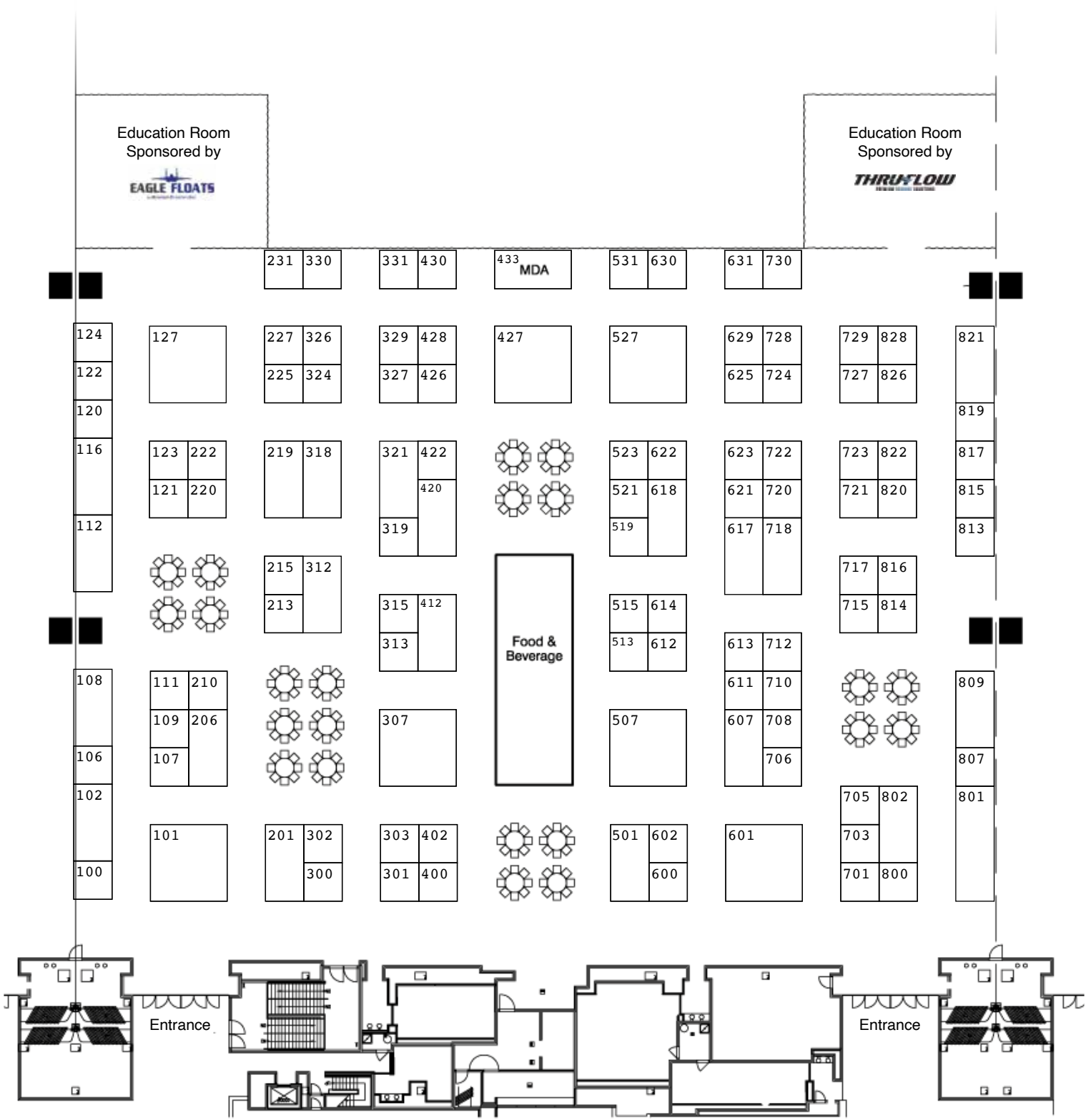
The addition of houseboats built specifically to provide short term rental opportunities for marinas. These boats are built to provide a perfect stay for a visitor to the area. Available in multiple lengths and beam options to take advantage of the marina's current infrastructure. Boats can be purchased directly by the marina or purchased and owned by individuals who wish to place the boats in a marina's rental program.

Our program will focus on the types of boats available, as well as ways to finance, insure and market these rental boats.



EXHIBITOR.....	BOOTH #
060Bio, LLC	302
Alumadock Marine Structures/Robco Mfg. Inc.	527
American Muscle Docks & Fabrication.....	101
American Piledriving Equipment	717
Anchor Financial Services	721
Barbour Plastics Inc.	108
Bellingham Marine.....	623
BiT Marine Software	213
Bluewater Marine & Dock Specialties.....	227
BMS Marine Inc.	703
Boat Floater Industries, LLC.....	521
Bristol Industries of Pennsylvania Inc.	313
Capria Stacker Machinery	225
Cellofoam North America Inc.	219
CMP Group (DockEdge).....	724
Connect-A-Dock/Elkhart Plastics.....	501
Coverra Insurance	107
Cumberland Sales Company	612
Den Hartog Industries Inc.....	705
Denso North America.....	600
Dock and Marina Services Inc.	816
Dock-Tech	802
DoubleTrac by Omega Flex.....	315
Eagle Floats by Hendren Plastics	426
East Coast Houseboats	701
Eaton	321
Econo Lift Boat Hoist	222
Edson International	422
EMP Industries/Best Marine Solutions.....	523
Endeck by Eastern Metal Supply.....	303
EZ Dock.....	602
FiberSteel Boatlifts.....	206
Fisher Phillips Safety Solutions.....	220
Floating Docks Mfg. Co.....	400
Forklift Exchange Inc.....	727
Formex Dock Floats	625
Fortress Pilings	715
Foundation Technologies Inc.	515
GatorDock.....	210
Golden Giant Building Systems.....	301
Hubbell Inc.....	123
HydroHoist, LLC	307
IRM Ltd., Marina Master.....	327
K + R Dock Accessories.....	201
KECO Inc.....	513
Kenect.....	710
Kropf Industrial Inc.	112

EXHIBITOR.....	BOOTH #
Lake Lifter Inc.	814
Lumberock Premium Decking.....	210
Mad Duck Marine Systems, LLC.....	318
MariCorp US	412
Marina Dock Age.....	433
Marina Electrical Equipment	622
Marina Life.....	618
Marine Development Inc.	428
MarineSync Corp.....	513
Marinetek North America	613
Meeco Sullivan	420
Merco Marine	300
MoistureShield Composite Decking	708
Molo.....	319
National Marina Sales	312
North Shore Safety	329
Oasis Marinas.....	618
Perspective Products.....	617
Pier Genius.....	706
Poly Lift Boat Lifts	427
PYI Inc.	621
Rack 'N Roll Marine Inc.	215
Roof & Rack Products Inc.....	722
Scribble Software.....	507
Seahorse Docking	801
Seal Smart, LLC.....	723
SF Marina Systems.....	729
Sidekick Concepts, LLC	100
Simply Marinas.....	629
Slammer Marine	614
Snag-A-Slip.....	618
Snap Dock.....	718
Structurmarine.....	121
Summerset Boat Lifts.....	318
SunWalk "Superior Strenth, Superior Excellence, Superior Surface"	809
Swell Advantage ULC	728
Tangent	712
Taylor Made Products	800
Text Request.....	324
The Boat Float Company.....	601
Tiger Docks	519
Titan Deck	402
Traxion	109
United Treating & Distribution, LLC.....	102
Walsh Marine Buoys.....	111
Wave Armor.....	607



Interested in becoming a #Docks2021 exhibitor or sponsor?
 Email Susie Jensen at susie@marinadockage.com or call (314) 561-4700



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.



2020 Winners:

Large Winner – Stock Island Marina Village • Key West, Florida

Small Winner – Marathon Marina and Resort • Marathon, Florida

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.

2021 Marina of the Year & Young Leader Award nominations are due Oct 1.

Visit [ddocksexpo.com/nominate](https://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, 100+ exhibitors, 19 expert-led education sessions, product demos, and opportunities to reconnect. Sign up early & save!



2021 Attendee Pricing

Discounted Registration through September 27	\$265
Early Registration through November 8	\$295
Standard Registration after November 8	\$365

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**



Drury Plaza Hotel Nashville Downtown (2 blocks from MCC)

300 Korean Veterans Blvd. Nashville, TN 37201
(615) 259-7881 **\$199.00/night**

