



**MARINE DEALER CONFERENCE & EXPO**  
**NOVEMBER 17-19, 2008**  
Rio Hotel & Casino, Las Vegas, Nevada

Introducing the new & improved



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**Boating**  
INDUSTRY

## Keynote Speaker



>> **Karin Iwata**  
E-Myth Worldwide

### Keys To Small Business Success

To achieve higher productivity, drive revenue growth, gain a competitive advantage, AND get more out of life, you need to think and act like an entrepreneur. Through this presentation of the three fundamental E-Myth principals, you'll learn how to achieve the success you desire. Presenter Karin Iwata has coached and trained more than 150 small business owners, and she commands an exceptional knowledge of the concepts that will teach you sound "entrepreneurial thinking" and how it can help you create a successful and sustainable business. You will learn to shift your thinking to understand how your business must serve your life; how you have got to work *on* your business, not *in* it; and how your business itself can become your product, giving you a distinct and competitive advantage in your market place.



>> **John Spader**  
Spader Business Management

### Survival Mode

Backed by decades of dealership experience, Spader Business Management has developed training and consulting programs based on several different modes of business. The current economy, of course, has put marine dealers into survival mode, and John Spader will cover the steps to take to help your company survive these difficult times, in addition to how to know when to take those steps. You'll leave this session with a checklist and hands-on tools to take with you and call on once you return to your dealership.



>> **Liz Walz**  
Boating Industry magazine

### Learning to Thrive

With myriad economic challenges converging on today's boating consumers, it is more important than ever that boat dealers employ proven methods for finding success. *Boating Industry* magazine's Senior Editor Liz Walz has learned first-hand through the Top 100 Dealers Program what it takes to achieve that success amidst these trying times. Moderating the discussion among an elite group of dealers, Walz will take you on a tour of the best practices implemented by some of the best dealers in the world to outperform the competition.

## Schedule

### MONDAY

November 17

Noon	<b>Registration time</b>
1 p.m.	
2 p.m.	
3 p.m.	
4 p.m.	
5 p.m.	<b>Convention Opening Remarks</b>
5:15 p.m.	<b>Keynote Presentation</b> <b>Keys To Small Business Success</b> Karin Iwata
6:45 p.m.	<b>Cocktail Reception</b>

### TUESDAY

November 18

8 a.m.	<b>Continental breakfast</b>
9 a.m.	<b>Survival Mode</b> >> John Spader
10:15 a.m.	<b>Break</b>
10:45 a.m.	<b>Learning to Thrive</b> >> Liz Walz
Noon	<b>Lunch and Awards</b>
1:30 p.m.	<b>Service Department Best Practices</b> >> Bob Williams
2:45 p.m.	<b>Break</b>
3:15 p.m.	<b>Value-Based Selling</b> >> John Lane
4:30 p.m.	<b>Break</b>
4:45 p.m.	<b>Economic Landscape</b> >> Steven Ramel
6:30 p.m.	<b>Cocktail Reception</b>

### WEDNESDAY

November 19

8 a.m.	<b>Continental breakfast</b>
9 a.m.	<b>Strategic Profit Planning</b> >> David Parker
10:15 a.m.	<b>Break</b>
10:45 a.m.	<b>Today's Top Marketing Strategies</b> >> Wanda Kenton Smith
Noon	<b>Lunch and Awards</b>
1:30 p.m.	<b>Industry Giants Forum</b> >> Panel Discussion
3:00 p.m.	<b>Break</b>
3:30 p.m.	<b>Dealer Solutions Forum</b> >> Panel Discussion
5 p.m.	<b>MRAA Annual Meeting &amp; Elections</b>
6 p.m.	<b>Top 100 Dealers Gala</b> >> By Invitation Only, See page 3



>> **Bob Williams**  
Five Star Solutions

### Service Department Best Practices

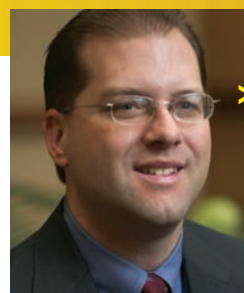
At any point in the economic cycle, running an efficient and profitable service department ranks among the most important of any dealer's priorities. In today's economy, it's absolutely critical. Five Star Solutions, the industry partner that created and evaluates the Marine Industry Certified Dealership program, has developed a wealth of insight and know-how surrounding the operation of a well-run service department. The company, along with a panel of top-performing, certified dealers, will share their secrets to success.



>> **John Lane**  
JL Solutions

### Value-Based Selling

It's no secret that boat sales, on a national level, have slowed. But that doesn't mean they have to be slow at your dealership. John Lane, a teacher, trainer and keynote speaker for numerous leading automotive and RV industry companies, brings his 16 years of automotive sales experience to demonstrate to you exactly how you should approach each and every prospective customer. By learning his methods of value-based selling, you will learn how to master the art of prospecting and follow-up, how to push customers' emotional buttons, and how to slow the sales process down so that you can capture each and every sale. It may be tough out there, but you can create and take advantage of your own opportunities.



>> **Steven Ramel**  
GE Capital Solutions

### Economic Landscape

Understanding the key economic indicators used by the leading marine industry analysts can help you do a better job of forecasting your business' results. GE Capital Solutions' Steven Ramel wraps up Day 1 with an overview of what has happened to the economy and how that has affected the marine industry.

More topics on page 4

## Registration

**ACT FAST!** Early bird rate: \$295 if you register by Oct. 15, 2008.



### REGISTRATION FEE

The registration fee for the two-day Marine Dealer Conference & Expo is \$375 for each company's first attendee and \$295 for each additional registration. This fee includes cocktail receptions, continental breakfasts, lunches, refreshments, conference documentation and admittance to the full MDCE agenda.

The MDCE also offers a social registration package where attendees have access to the keynote speaker, the cocktail receptions on Monday and Tuesday evenings, and the lunches both Tuesday and Wednesday. The registration fee for this is \$150, and \$140 for early bird (prior to Oct. 15, 2008) registrants.

### ROOM RESERVATIONS

There is a block of rooms reserved at the Rio All Suites & Casino. The Marine Retailers Association of America has secured a \$159-per-night rate for Sunday, November 16, 2008, through Thursday, Nov. 20, 2008; rooms are available for Saturday, Nov. 15, 2008, for \$199. To make your hotel reservations, please call 888/746-6955 and use the room code SRMRAA8 when making your arrangements. October 16th is the room block reservation cutoff.

>> **SEE BACK SIDE TO REGISTER**

### Top 100 Dealers Gala Wednesday Nov. 19, 2008



For the first time ever, *Boating Industry's* Top 100 Dealers Gala will be open to all marine dealers who attend the Marine Dealer Conference & Expo and who have RSVP'd to an official invitation to this gala. Historically, this black-tie event has been reserved for the Leadership Alliance

sponsors and winning Top 100 Dealers only.

The evening begins with a cocktail reception at 6 p.m., before moving into the entertainment and The Official Countdown from No. 100 to No. 1. The evening will wrap up with an after celebration and networking event from 10 p.m. to midnight. Tickets must be purchased in advance as there will be no on-site ticket sales for this event. Simply e-mail Lori Hackett at lhackett@affinitygroup.com or call *Boating Industry* at 763/383-4449.



>> **David Parker**  
Parker Business  
Planning

**Strategic Profit Planning**

In his 37 years in the marine industry, David Parker has learned the intricacies of strategic profit planning. Now a marine industry consultant and facilitator of six 20 Groups, Parker shares his expertise on this topic, diving into the numerous ways you can improve your bottom line. Learn the importance of creating an annual plan, what creating and sticking to that plan has meant for some of your peers, and how you can go about creating your own plan — and increasing your bottom line. You'll walk away with the tools and the knowledge to make it happen.



>> **Wanda Kenton Smith**  
Marine Marketers  
of America

**Today's Top Marketing Strategies**

Remaining front and center among today's boating consumers will play an integral role in helping you make the sale and ultimately capture market share. Learn the strategies and tactics employed by some of the top marketing dealers in the country as well as leading marketing strategists from all sectors of the industry. Hear ideas on how you can run better events, do more business online and position yourself effectively in front of potential customers. You'll walk away with solid marketing tips to put to work immediately upon returning home, giving you the edge over the competition.



**MARINE DEALER**  
*Conference & Expo*

**Industry Giants Panel & Dealer Solutions Forum**

The Marine Dealer Conference and Expo will wind down with two traditions of the past conventions, but with a new twist. First, leading suppliers from the industry will discuss their views and opinions of where the industry is headed and what the keys will be to the turn-around and growth of the boating market. Then, join a panel of dealers as they take on and present solutions to some of the hottest topics facing marine dealers today. Learn tips and ideas for how to handle the biggest issues your business will face now and in the future.

*Registration Form*

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Certified Dealer?  Yes  No

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

No. Attending: \_\_\_\_\_ Names of additional registrants: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Check Enclosed:  Yes  No or Credit Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Circle Card: VISA Master Card American Express

ID Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_ Total Due: \_\_\_\_\_

Register today at [www.MRAA.com](http://www.MRAA.com). Or, you can fax this form to the Marine Retailers Association of America at 708/763-9236 or mail to MRAA at P.O. Box 1127 Oak Park, IL 60304. For general information call 708/763-9210.