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## 2008 Convention Speakers

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.

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

JLSolutions

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

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.

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 &mdash; 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.

## 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 is and will be facing now and in the future.