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ACCELERATING GROWTH



NOV. 6-9, 2011 | GAYLORD PALMS, ORLANDO, FLA.



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Boating
INDUSTRY



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KEYNOTE PRESENTATION: SELLING ACROSS THE GENERATIONS

Everyone likes the same type of sales style and the same type of service, right? Wrong. Nothing, in fact, could be further from the truth when it comes to operating your dealership. The truth is that what your sales team doesn't know about the four generations buying in today's market place can adversely impact your bottom line.

Each generation, with their unique values, defines a quality sales or service experience in their own unique way. What Gen X may prefer, Matures may think is outright rude. What Boomers define as "rapport building," Millenials may define as a waste of time.

In this keynote session of the MDCE, "Selling Across the Generations" will explore the sales and service biases of each of these four generations, and well-known author and presenter Cam

Marston will give you simple, easy to execute ideas for how to best sell to each of them, giving you more opportunities to sell more boats.

Marston is the leading expert on the impact of generational characteristics and differences on the marketplace. His firm, Generational Insights, has provided research and consultation on generational issues to hundreds of companies and professional groups, ranging from small businesses to multinational corporations, for more than 15 years. His session is highly energetic, highly engaging, and full of immediately actionable ideas that translate into increased sales.



22 ALL-NEW SESSIONS!

We've completely reloaded the educational curriculum with three separate tracks and brand-new topics — all designed to help you sell more boats, run a better service department and make more money.

BONUS INFORMATION!

The MDCE is offering Bonus Educational Sessions beginning at noon on Monday, Nov. 7. All full registration attendees are welcome to attend. The sessions kick off as the Recreational Boating & Fishing Foundation's Frank Peterson presents the organization's latest market segmentation research. Watch www.boating-industry.com/mdce for additional bonus sessions.

INDUSTRY UPDATES

Two important updates will be presented at this year's MDCE. With the Grow Boating campaign re-launch earlier this year, the National Marine Manufacturers Association's Carl Blackwell will present the highlights of where things are headed, highlighting the benefits for dealers and how industry stakeholders can get involved. During the same luncheon, MRAA's lobbyist Larry Innis will provide a nationwide update on the legislative issues facing today's marine dealers.



EARN YOUR CERTIFICATION CREDITS

Marine Five Star Dealer Certification will recognize 2011 MDCE attendance as fulfilling two days (of the three required) of educational training needed to attain or continue certification.



LARGEST EXPO HALL EVER

At more than 140,000 square feet, the 2011 MDCE Expo Hall is the largest the event has ever offered. Last year, 115 industry suppliers — boat builders, manufacturers and service providers — filled the hall, and more are expected for 2011. Plus, there are more hours dedicated to Expo Hall time than ever before, with an hour between all sessions, and all breakfasts, breaks and receptions scheduled to be held in the Expo Hall, as well.

OUTSTANDING NETWORKING OPPORTUNITIES

The MDCE is the No. 1 opportunity for dealer-to-dealer networking. With three receptions, two breakfasts, two luncheons, and numerous hours of between-session networking time, there are many chances to learn from your peers and create or strengthen valuable connections.





SUNDAY, NOVEMBER 6

- 8 a.m. Exhibitor Set Up in Expo Hall
- 10 a.m. Registration Opens
- 6 p.m. 2011 MDCE Kickoff Cocktail Reception, Sponsored by Nautic Global Group

MONDAY, NOVEMBER 7

- 8 a.m. Registration Opens
- 10 a.m. Expo Hall Opens
- Noon **Bonus Educational Sessions**
- 4:30 p.m. MRAA Annual Meeting
- 5 p.m. **MDCE Introductory Comments**
- 5:30 p.m. **Keynote Presentation:** Selling Across the Generations, by Cam Marston
Sponsored by Starcraft Marine & The Smoker Craft Family of Products
- 7 p.m. Networking Reception in Expo Hall, Sponsored by Manheim Specialty Auctions



TUESDAY, NOVEMBER 8

- 7 a.m. Registration Opens
- 7 a.m. Expo Hall Opens/Continental Breakfast in Expo Hall, Sponsored by ADP Lightspeed

	POWERING PROFITS TRACK	SALES & MARKETING TRACK	SERVICE/MARINA TRACK
8 a.m.	Building a Business that Lasts Forever	The Physics of Closing	Maximizing Your Effective Labor Rate
9:15 a.m.	Break in Expo Hall	Break in Expo Hall	Break in Expo Hall
10:15 a.m.	Managing Cash Flow	Engage Customers with Social Networking	Your Marina as a Stand-Alone Profit Center
11:30 a.m.	Lunch, Sponsored by Volvo Penta	Lunch, Sponsored by Volvo Penta	Lunch, Sponsored by Volvo Penta
1 p.m.	The Marine Industry: A Look Ahead	Secrets to Successful Online Merchandising	The Art of the Service Walk Around
2:15 p.m.	Break in Expo Hall	Break in Expo Hall	Break in Expo Hall
3:15 p.m.	Best Ideas Dealer Panel	Coach Your Team to Greater Sales	Put Your Marina Ahead of the Curve
4:30 p.m.	Networking Reception in Expo Hall, Sponsored by ARI		
7 p.m.	Phil Keeter Retirement Dinner and Roast (Additional Fee: RSVP to MRAA office at 941/964-2534 or mraa@mraa.com)		

WEDNESDAY, NOVEMBER 9

7 a.m.	Expo Hall Opens/Continental Breakfast in Expo Hall		
8 a.m.	Secrets to Managing Boat Show Leads	How To Kill A Boat Sale	Hiring (and Retaining) Top Performers
9:15 a.m.	Break in Expo Hall	Break in Expo Hall	Break in Expo Hall
10:15 a.m.	Create a Menu-Selling Culture	Taking Your Dealership Mobile	Best Practices for Your Marina
11:30 a.m.	Lunch, Sponsored by Regal Marine	Lunch, Sponsored by Regal Marine	Lunch, Sponsored by Regal Marine
1:30 p.m.	Grow Strategically	The New Rules of F&I—Everything's Changed	Eliminating Departmental Barriers
2:45 p.m.	Educational Tracks Conclude / Expo Hall Open		
4 p.m.	MDCE Expo Hall Closes		
6 p.m.	Top 100 Dealers Networking Reception*		
7 p.m.	Top 100 Dealers Dinner & Gala Celebration*		
10 p.m.	Top 100 Dealers Networking Celebration*		



*Please note, the Top 100 Dealers Program is an invitation-only event, open to only the Top 100 Dealers, the Top 100 Dealers Leadership Alliance members, the After Top 100 Networking sponsors and dealers who have purchased tickets in advance. RSVP required.

Complete Powering Profits Track details inside

Complete Sales & Marketing Track details inside

Complete Service/Marina Track details inside

All full-conference registrants of the MDCE, including sponsors and exhibitors, are encouraged to attend the educational tracks. Your options with the tracks and sessions are unlimited. You can follow one track all the way through or you can bounce between tracks as you wish. Please note that, for 2011, a marina component has been added to the Service Track to add further operational value to dealer attendees. All educational session PowerPoints will be made available to all MDCE attendees.

POWERING PROFITS TRACK



WHO SHOULD ATTEND THIS TRACK

The educational components of the Powering Profits Track have been designed to appeal to strategic decision makers, such as general managers, sales managers and dealer principals. With a well-rounded package of educational sessions, these conversations will facilitate idea sharing and will provide in-depth perspectives for those who run the operational side of the dealership and who participate in the strategic decision-making process for their companies.



ATTENDEE PREMIUMS FOR THE POWERING PROFITS TRACK

DOMINION
MARINE MEDIA

FREE Best Ideas e-white paper, including the best dealer submissions of the year for all MDCE attendees. *Sponsored by Dominion Marine Media.*

FREE Menu-Selling templates for all attendees of David Parker's Menu Selling presentation.

FREE show lead management guide with step-by-step process, e-mail templates and timelines for attendees of Bob McCann's Secrets to Boat Show Leads session.



► BUILDING A BUSINESS THAT LASTS FOREVER

Through action-oriented and down-to-earth storytelling, this seminar emphasizes the need to understand the unique pressures on the family-business owner and the process by which both management and ownership transition can take place smoothly. Explore the key areas of business planning and better understand many of the basic management concepts of organization, personnel, finance and accounting that are needed for successful growth and continuity in a privately owned business. *By Mike Henning*

► MANAGING CASH FLOW

The recession has taught us a great deal about managing our finances. This session will give you a detailed look at how to manage cash flow, focusing on the most common issues and mistakes dealers make. It will explore the difference between profitability and cash flow and why net profits don't always mean cash; how to identify and forecast cash needs; how to monitor your true cash position; how high profits and/or sales growth can camouflage cash flow issues; the key reasons most dealerships have poor cash flow; and the components of a good cash flow plan. *By John Spader*

► THE MARINE INDUSTRY: A LOOK AHEAD

With the recession behind us, it's time to take a look at where the marine industry has been, what we've learned, and most importantly, where we're going. With that in mind, Jeff Malehorn, president and CEO of GE Capital, Commercial Distribution Finance, will discuss his company's view of what lies ahead for the marine industry. Malehorn will call on industrywide information and greater economic data to highlight both the positive and negative influencers of what the marine industry needs to succeed. *By Jeff Malehorn*

► BEST IDEAS PANEL, Sponsored by Dominion Marine Media

The most talked about dealer panel of the MDCE, this session offers insights into the leading strategies for success in today's market. As not only an incredible learning opportunity but also a way for dealers to be recognized among their peers, the Best Ideas panel is among the most unique MDCE sessions. Here's how it works: dealers submit their "Best Idea" from the past year; a committee selects the best from the submissions; and those five are presented as part of this panel. At its conclusion, the audience votes on the "single-best" idea. *By Mike Davin*

► SECRETS TO MANAGING BOAT SHOW LEADS

While boat show attendance numbers are improving, most new prospects who visit your booth are not ready to commit on the spot. With more shoppers in the early stages of the buying process, implementing a solid follow-up process is essential to translating visitors into customers. In this session, you will learn the four-part strategy of driving traffic to your booth with pre-show campaigns, gathering and managing leads at the show, beginning a follow-up process while still at the show and organizing post-show events. *By Bob McCann*

► CREATE A MENU-SELLING CULTURE

To maximize the success of any service or F&I department, dealer principals and general managers should develop a culture of menu selling. But there's a lot more to it than simply printing a sheet of paper with a list of prices. This session will outline the different types of menu pricing, the tools needed to sell from menus effectively — including providing your employees with expectations and accountability for menu selling — and insight into the best practices used by some of the industry's leading dealers to create highly profitable service and F&I departments. *By David Parker*

► GROW STRATEGICALLY

Everyone's tired of the idea of survival. It's time to begin growing again. In order to create sustainable growth, dealers need to be strategic in how they pursue it. And it's important to begin planning that growth now so that those sales translate into improvements to the bottom line. This session will use real sales data to demonstrate ways that dealers can grow intelligently. It will show you how to identify key metrics and how to measure and affect them through real world examples so that you differentiate between busy-ness and profitability and avoid common pitfalls. *By Hal Ethington*

SALES & MARKETING TRACK



WHO SHOULD ATTEND THIS TRACK

The educational components of the Sales & Marketing Track have been designed to appeal to sales personnel, sales managers, general managers, marketing managers, online marketing personnel and dealer principals. With three timely sales topics and three in-depth presentations on driving more sales through marketing, the format of these educational sessions facilitates idea sharing and will provide in-depth perspectives for those who sell or who are responsible for the marketing of boats and engines.



ATTENDEE PREMIUMS FOR THE SALES & MARKETING TRACK

FREE checklist of F&I rules with action items and advice for all attendees of Vernon Blanc's F&I session.

FREE access to all of the PowerPoints for each educational session for all full registration attendees of the MDCE.



▶ THE PHYSICS OF CLOSING

Effective closing is about physics. Physics? Yes, physics. In this presentation you will learn the tactics you need to close sales more effectively. You'll discover why closing is the No. 1 challenge for salespeople and how to overcome the biggest obstacle. You'll learn how to resolve objections more effectively than ever; why the age-old adage of "Always Be Closing" is terrible advice; the hidden code prospects use and how to break it; and why buying signals can be dangerously misleading. And you'll walk away knowing the secret to dramatically improving your closing ratio. *By Dan Cooper*

▶ ENGAGE CUSTOMERS WITH SOCIAL NETWORKING

The world of social media has given us great access to new opportunities. Lower-cost marketing. Word-of-mouth PR. And entire communities built around our businesses. But how do you capitalize on that and convert social into profitable? In this session, you'll learn from a social networking expert on how to drive traffic and sales through this growing medium. We'll walk you through the leading tips and ideas on how to use Facebook, Twitter, YouTube and the latest trend, QR tags, to help you grow your business and make more sales. *By Josh Chiles*

▶ SECRETS TO SUCCESSFUL ONLINE MERCHANDISING

Are you using the most effective resources to help you determine which inventory to carry? Do you know what your local market demands? Effective online inventory management and merchandising is more than just detailed descriptions and quality photos. It's about using technology and market intelligence to identify trends and to develop an understanding of what your competitors are doing. This presentation will take dealers through the process of identifying consumers needs, stocking the right inventory and promoting that inventory to the right audience. *By Courtney Chalmers*

▶ COACH YOUR TEAM TO GREATER SALES

Have you experienced salespeople who resist attempts to coach them? Have you wondered how you might inspire your sales team to higher levels of sales? If you've ever tried, and failed, to explain to your sales team what they can do to sell more, you won't want to miss this session. In it, you'll watch as a live sales process is demonstrated on stage, and you'll learn, firsthand, as a salesperson is coached to a level that fewer than 3 percent of all salespeople will ever achieve. You will learn what does and does not work for growing your sales force — and your sales. *By Glenn Roller*

▶ HOW TO KILL A BOAT SALE

The poor habits that we let our salespeople acquire kill viable boat sales every day. They are so basic and so obviously wrong that hiring a trainer to deal with them should be an insult to our intelligence. Any sales manager with the most basic training abilities should be able to easily eliminate them. In this session, you will learn some of the worst habits and the ridiculous "questions of death" that our sales people feature in their presentations and how your management team can correct them before investing in further training for your sales team. *By Bob Schwartz*

▶ TAKING YOUR DEALERSHIP MOBILE

Now, more than ever before, consumers are adapting to technology faster than our businesses can keep up. In this high-tech session, we'll zero in on some of the latest technologies and methods for capitalizing on technology. Three experts will feature separate areas of opportunity for you to explore. And this session will demonstrate to you, specifically, how you can utilize cell phone technology through apps and texting services to attract customers, make sales and provide outstanding customer service. This is a must-attend session for anyone looking to stay ahead of the curve. *Panel discussion*

▶ THE NEW RULES OF F&I — EVERYTHING'S CHANGED

A lot has changed in the world of finance and insurance. While F&I profitability is more important than ever, it's not easy. Today's finance managers need to be skilled in handling educated customers, as well as increased lender criteria and increasing regulation. In this session, you'll find out how you can maximize the opportunities available to you in this profit center, or whether it makes sense to outsource your F&I management; how to become compliant with ever increasing laws; and how to set your team up for maximum effectiveness. *By Vernon Blanc*

NEW!
MARINA FOCUS

SERVICE & MARINA TRACK



WHO SHOULD ATTEND THIS TRACK

The educational components of the Service & Marina Track has been designed to appeal to service personnel, such as rising technicians, service advisors, service and parts managers; marina managers and personnel; in addition to general managers and dealer principals. With topics specific to all service and marina operations, the format of these educational sessions facilitates idea sharing and will provide in-depth perspectives for those who work in the service department.



ATTENDEE PREMIUMS FOR THE SERVICE & MARINA TRACK

FREE copy of the ABBRA 2011 wage rate survey, the service industry's leading benchmark study, for all attendees of the Hiring Top Performers session.



Access to the audio files from every MDCE educational session for all full conference dealer registrants



▶ MAXIMIZING YOUR EFFECTIVE LABOR RATE

Controlling effective labor rates in the service department is crucial to profitability. Small variances from a posted rate to an effective labor rate are not uncommon. Extreme variances aren't out of the question, either. You need to know the most common causes of low effective labor rates and how they can be eliminated or reduced. Because maximizing effective labor rates, proper pricing and having a sufficient number of hours to sell are all factors that are intimately connected with our final objective: The profitability of our service department and dealership as a whole. *By Bob Schwartz*

▶ YOUR MARINA AS A STAND-ALONE PROFIT CENTER

Does your marina or storage business get neglected in favor of a focus on selling boats? This session will demonstrate what you can do to operate your marina and storage operation as a true profit center. Learn business practices that set the marina facility apart from your dealership and provide you with the insights necessary to build the marina segment of your overall business, including key operational features of a successful marina, the type of short- and long-term investments that are necessary, how to organize your workforce, and how to grow the asset over time. *By Jim Frye*

▶ THE ART OF THE SERVICE WALK-AROUND

The service walk-around is more than a simple opportunity to admire a customer's boat. It's about opening the door for you to help make their boating experience more enjoyable — and to make more money in service. In this session, you'll learn the four reasons for completing a walk-around on every boat that comes in, the "how to" of a proper walk-around, the seven tools you'll need to be successful, and the perfect time to implement the walk-around. You'll leave this session with word tracks, tools, processes and the confidence to make the walk-around into a habit. *By Greg Schneider*

▶ PUT YOUR MARINA AHEAD OF THE CURVE

State Clean Marina programs abound to promote voluntary compliance with environmental programs for marinas and boaters. These programs have grown in breadth and sophistication and are a marina's first line of defense against regulatory-creep. Learn from one of the national clean marina models about how these programs work and the latest in best practices that make the marinas successful. This session will address both marina and service side practices, describing how you can easily take steps to reduce environmental concerns. *Panel discussion*

▶ HIRING (AND RETAINING) TOP PERFORMERS

As service departments begin writing more business, many companies will begin the (re)hiring process. This session will provide specific recommendations and tips for finding and hiring employees at all levels who fit your culture — using today's technologies and addressing how social media is changing the game. It will provide tips for what to look for in resumes; effective interviewing; and once hired, how to retain top talent. It will also review industry wide hiring trends within the service sector and what compensation packages are attracting the top talent. *By Neal Harrell*

▶ BEST PRACTICES FOR YOUR MARINA

So you're running a successful marina operation. Now, the question is, how do you make it better? This session will provide strategies and ideas that are easily implemented and will have a direct and immediate impact on your bottom line. Most of these operational best practices are easily implemented and inexpensive tweaks as opposed to long-term investments. This presentation draws from more than two decades of seeing how marinas have creatively implemented new ideas successfully along with ideas of how to improve your customer service. *By Larry Halgren*

▶ ELIMINATING DEPARTMENTAL BARRIERS

Some of the largest challenges our dealerships face are internal and typically created by disconnects between your service and sales departments. Or service and parts. By eliminating barriers and developing "connectors" between your departments, you can create numerous opportunities for success for your business. Using specific, proven examples for each department, this session will outline how to connect all departments for the betterment of the whole dealership by targeting all opportunities with all customers. *By Lynn Bradfield*



Carl Blackwell
Nat'l Marine Mfgs
Association



Vernon Blanc
Dealer Financial
Services Group



Lynn Bradfield
5 Star Solutions



Courtney Chalmers
Dominion Marine
Media



Josh Chiles
Engaged!



Don Cooper
The Sales Heretic



Mike Davin
Boating Industry



Evan Davis
myWeb Services



Hal Ethington
ADP Lightspeed



Dave Foulkrod
MRAA Chairman



Jim Frye
Westrec Marinas



Matt Gruhn
Boating Industry



Larry Halgren
Halgren & Associates



Neal Harrell
Brooks Marine Group



Mike Henning
The Henning Family
Business Center



Larry Innis
Marine Retailers
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Phil Keeter
Marine Retailers
Assoc. of America



Brenda Leonard
Florida Clean Marina
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David Parker
Parker Business
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Frank Peterson
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Fishing Foundation



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Management



John Vallely, Jr.
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Liz Walz
Boating Industry



OUR HOST HOTEL: **GAYLORD PALMS**

Sun-drenched and spectacular, Gaylord Palms Resort and Convention Center brings excitement to life through world-class restaurants, dynamic on-site recreation, and breathtakingly beautiful gardens under glass. The hotel's signature tropical atriums re-create three Florida environments, immersing you in the sights and sounds that make the Sunshine State a top vacation destination. The hotel itself was built in the sumptuous style and grandeur of a turn-of-the-century Florida mansion, but with the modern amenities and deluxe accommodations of a world-renowned luxury hotel. It is located just 1.5 miles from Walt Disney World, in close proximity to other theme parks and just 20 minutes from the Orlando airport.

The MDCE has secured an extraordinary group rate of \$149 per night (plus a \$15 per night resort fee). Reserve your room by Friday, Oct. 14, 2011, to get this exclusive rate. Want to make a vacation out of the trip? Extend your stay — the special rate is valid from Oct. 31-Nov. 17. Reserve your room online at www.boating-industry.com/mdce or by calling 407-586-2000. Please reference the MDCE or group code C-A1111.

Gaylord Palms
6000 W. Osceola Parkway
Kissimmee, FL 34746



REGISTER ONLINE TODAY AT www.boating-industry.com/mdce



REGISTRATION*

Full Conference Pass — \$399 (\$449 after Sept. 16, 2011)

This pass includes unlimited access to the conference program sessions on Monday, Tuesday and Wednesday, in addition to the keynote sessions. It also includes unlimited access to the MDCE Expo Hall, all three of the networking cocktail receptions, and the continental breakfasts and lunches on Tuesday and Wednesday. Dealer attendees who choose the Full Conference Pass are also provided FREE access to the audio recordings (a \$549 value) from every session of the MDCE. These audio files will be made available in the weeks following the event.

MRAA Member Full Conference Pass — \$349

MRAA MEMBERS: SAVE AN ADDITIONAL \$50!
(\$399 after Sept. 16, 2011)

*This pass, available to members of the Marine Retailers Association of America ONLY, is discounted \$50 and includes the same unlimited access as the Full Conference Pass, in addition to the audio files. **This rate applies to all attendees from an MRAA member dealership. Not an MRAA member? Find out how you can become one at www.mraa.com.***

Additional Attendee Full Conference Pass — \$379

(\$429 after Sept. 16, 2011)

This pass is provided for additional attendees from the same dealership as a Full Conference Registrant, and it includes the same unlimited access as the Full Conference Pass, in addition to the audio files.

Social Registration — \$199

This pass is an option for spouses and/or family members of dealers who will not be attending the educational side of the conference but who wish to join the event for the three networking cocktail receptions.

Need help with your registration? Call Lori Hackett at 763/383-4449

WHEN YOU ARRIVE

When you arrive at the 2011 MDCE, you can pick up your registration badge on the lobby level outside of the Florida Exhibition Hall of the Gaylord Palms Convention Center. Simply follow the signage near the escalators.

*Registration must be paid in full prior to the event. No cancellations or partial refunds after 9/16/11.