



**MARINE
DEALER**
Conference & Expo

FUELING SUCCESS, CONNECTING LEADERS, IGNITING GROWTH

NOVEMBER 16-19, 2014

{ Orange County Convention Center, West Halls A1-A3, Orlando, Florida }

Presented by

BoatingIndustry



Sponsored by

ADP | Lightspeed.

DOMINION
MARINE MEDIA

SeaRay **R**



**VOLVO
PENTA**

REGAL

{ BEST MDCE YET }

FUELING SUCCESS, CONNECTING LEADERS, IGNITING GROWTH



TOPICS THAT HIT HOME FOR YOUR DEALERSHIP...

HIRE MORE, HIRE BETTER

If you have trouble finding candidates to fill your openings, hiring people who meet (or exceed) your expectations, or keeping high performers, MDCE experts have solutions.

IMPROVE TEAM PERFORMANCE

Learn how to improve your culture and tweak your management style to maximize the output of your team, boost morale and amp up retention.

ENHANCE LEADERSHIP

Walk away with new strategies for decision-making and planning that will increase employee satisfaction and productivity, which will translate to higher profitability.

PROTECT YOUR WEALTH

Stop putting off those tough conversations. The sooner you start planning for succession, the better you can protect your business and your family. Learn how from someone who has been there.

EXCEL ONLINE

If you want to sell more, you need to start by attracting more people to your business. Pick up dozens of ideas for increasing sales through online marketing strategies that really work.

BUILD STRONGER RELATIONSHIPS

People won't buy from you unless they remember you, like you and trust you. Take away new strategies to strengthen your customer relationships and ultimately win more business.

SALES DONE RIGHT

Your prospects today aren't the same as they were just five years ago. Learn how to sell to a changing base of prospective customers – and sell right, protecting and enhancing dealership profitability.

DIVERSIFY

Don't get caught by the ups and downs of the economy. Gain new ideas for improving your service, finance, insurance, parts and accessories businesses and create a stable foundation for your dealership.

GET AHEAD

It's hard to lead when you can't see what's coming. Take advantage of MDCE experts' insight into the trends that will impact your business this year, next year and moving forward.

“YOU TAKE AWAY GOOD PRACTICAL INFORMATION THAT YOU CAN PUT INTO ACTION AT THE DEALERSHIP.”

- Tom Mack, South Shore Marine Service

... FROM SPEAKERS THAT DELIVER.



Lisa Buller
ARI



Don Cooper
The Sales Heretic



Sam Dantzer
Sam's Powersports
Garage



Lauren de Vlaming
Dominion Marine Media



Chester Elton
The Culture Works



Jeffrey Englander
GE Capital



Ryan Estis
Ryan Estis & Associates



Tom Deans
Every Family's Business



Matt Gruhn
Marine Retailers
Association



Jan Kelly
Kelly Enterprises



Pat Kennedy
Parker Business
Consulting



David Martin
Mar-Ke Group

NEW OPPORTUNITIES AND SOLUTIONS FOR YOUR TOUGHEST PROBLEMS...



FIX WHAT'S BROKEN

Whether you need a better way to track your dealership's financials or you're limping along with an outdated website, chances are you'll find solutions to your challenges on the MDCE expo floor.

FIND NEW PARTNERS

Stop and say hello to the builder of that boat, PWC or trailer that grabs your attention, and kick off a new relationship. Whether you're looking for a partner or not, opportunities abound as the 2014 exhibitor list grows.

DISCOVER INNOVATION

Your customers want what's new – and perhaps you do too. Stay on top of what's now and what's next as leading manufacturers and suppliers launch new products and services.

CONNECT WITH LEADERS

When you're networking on the expo floor, you'll be in good company. The businesses that make MDCE possible are there to support dealer education and become a partner in your success.

LEARN FROM PEERS

When you walk in the door at MDCE, you're joining together with the best minds in the boating business. Take advantage of this unique opportunity to learn from their mistakes and success stories, and share yours.

BREAK OUT OF THE BOX

Leaving your dealership for a few days is tough, but it can be just what you and your team need to gain a fresh perspective on your formula for success. Get inspired by new ideas, products, services and connections.

REWARD SUCCESS

If one of your employees has really raised their game, reward them with a trip to MDCE. Not only will they appreciate the opportunity, they'll pick up new ways to boost their performance in the year ahead.

“THE OPPORTUNITY TO STEP OUT OF YOUR DEALERSHIP, INTERACT WITH OTHER DEALERS, AND LOOK AT YOUR DEALERSHIP FROM THE OUTSIDE-IN INSTEAD OF FROM THE INSIDE-OUT. THAT IS SOMETHING THAT EVERY DEALER SHOULD DO ONCE A YEAR.”

- Jeff Miller, Millers Boating Center

“THE DEALER HAS EASY ACCESS TO THE VENDORS, AND THEY CAN COMPARE THE DIFFERENT VENDORS THAT ARE THERE.”

- Ed Brailsford, Charlotte Ski Boats

... FROM INDUSTRY PEERS AND INDUSTRY PARTNERS.



Bob McCann
ARI



Kelly McDonald
McDonald Marketing



David Parker
Parker Business Planning



Lenny Rudow
Dominion Marine Media



Samantha Scott
Pushing the Envelope, Inc.



Matt Sellhorst
Boat Dealer Profits



Brad Smith
ARI



John Spence
John Spence, Inc.



David Spader
Spader Business Management



Jonathan Sweet
Boating Industry



Liz Walz
Marine Retailers Association



Valerie Ziebron
Yamaha Marine

{ SCHEDULE }



SUNDAY, NOV. 16TH

10 a.m.
Registration Opens

6 p.m.
2014 MDCE Kickoff Cocktail Reception in Expo Hall
Sponsored by Dominion Marine Media
(Reception closes at 8 p.m.)

MONDAY, NOV. 17TH

8 a.m.
Manufacturer's Representative Training
Manufacturer's Reps Only (Half-Day Seminar)
Sponsored by GE Capital Commercial Distribution Finance

8 a.m.
MDCE Pre-Conference Workshops
(Separate Registration Required)

11 a.m.
Expo Hall Opens

4 p.m.
MRAA Special Presentation **Caring For Your Team and Your Dealership** and Annual Meeting

5 p.m.
MDCE Introductory Comments and Keynote Presentation:
All In: How the Best Managers Create a Culture that Drives Big Results by Chester Elton
Sponsored by Smoker Craft Inc.

7 p.m.
Networking Reception in Expo Hall Sponsored by
Manheim Specialty Auctions (Reception closes at 9 p.m.)

All full-conference registrants of the MDCE, including sponsors and exhibitors, are encouraged to attend the educational tracks, with the exception of the Pre-Conference Workshops, which require a separate registration. Your options with the main conference tracks and sessions are unlimited. You can follow one track all the way through or you can bounce between tracks as you wish. Educational session PowerPoints will be made available to all MDCE attendees.

TUESDAY, NOV. 18TH

7 a.m. Registration Opens

7:30 a.m. Expo Hall Opens / Coffee Served in Expo Hall

8 a.m. Track Session	LEADERSHIP Planning for Peak Performance	SALES Sponsored by Crest Marine Opportunity Walks	MARKETING Fill the Holes in Your Online Bucket	SERVICE PLUS Sponsored by Yamaha Accessories Done Right
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9:15 a.m. Continental Breakfast in Expo Hall Sponsored by ADP Lightspeed

10:15 a.m. Track Session	A Contrarian Strategy for Preserving Wealth	A Trade-in Process to Boost Your Margins	Increase Your SEO Through Social	Best Ideas Panel
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11:30 a.m. "State of the Industry" Luncheon Sponsored by Volvo Penta

2:45 p.m. Treat Break in Expo Hall

3:45 p.m. Track Session	Hire the Best Person For the Job	Sell More Boats to Women	Outmarket Your Competition	Turn Upset Customers Into Loyal Ones
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5:30 p.m. Networking Reception in Expo Hall Sponsored by SeaRay (Reception closes at 7:30 p.m.)

7:45 p.m. Young Professionals Networking Reception – Location to be announced

WEDNESDAY, NOV. 19TH

7:30 a.m. MDCE Awards Breakfast

9:30 a.m. Expo Hall Opens

10:30 a.m. Track Session	ESI Fuels CSI	Turning F&I Objections into Opportunity	How to Market to Those Not Like You	Lessons Learned From the Master Service Advisor
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11:45 a.m. Lunch in Expo Hall Sponsored by Regal Marine

1 p.m. Track Session	Prioritizing for the Principal	Sales Strategies for the Hyper-Informed Customer	Digital Marketing: What's Now, What's Next	Sell More Parts In-store and Online
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3:30 p.m. Closing Keynote: **Lead Your Business to Breakthrough Performance** by Ryan Estis
Sponsored by members of the Top 100 Hall of Fame

3:30 p.m. Expo Hall Closes

4:30 p.m. Educational Tracks Conclude

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 only to the Top 100 Dealers, Leadership Alliance members, the After Top 100 Networking sponsors and non-Top 100 dealers who have purchased tickets in advance. RSVP required. Non-Top 100 Dealers interested in attending can purchase tickets by contacting Susan Clement at sclement@boatingindustry.com with the Subject Line: Top 100 Ticket.

{ HIGHLIGHTS }

MDCE OPENING KEYNOTE

5:00 p.m. / MONDAY, NOVEMBER 17

ALL IN: HOW THE BEST MANAGERS CREATE A CULTURE THAT DRIVES BIG RESULTS



To have any hope of succeeding as a manager, you need to get your people to fully commit to you and your business. To go “all in.” Whether you manage the smallest of teams or a big multi-location marine dealership, you are the owner of a work culture and few things will have a bigger impact on your performance than getting your people to buy into your ideas and to believe that what they do matters.

In this interactive and engaging opening keynote based on the *New York Times* bestselling business book “All In,” author **Chester Elton** will show you how to engage, enable and energize your employees. During this presentation, you’ll learn from in-depth research into how the most successful organizations (and those who lead them) deliver extraordinary results, including:

- ★ 3 characteristics of the world’s most profitable, productive team cultures.
- ★ 7 steps today’s most successful managers use to generate buy-in.
- ★ How any manager can build a culture in which employees give that extra push of effort.

MDCE CLOSING KEYNOTE

3:30 p.m. / WEDNESDAY, NOVEMBER 19

LEAD YOUR BUSINESS TO BREAKTHROUGH PERFORMANCE



You signed up for MDCE to pick up fresh strategies, ideas and practices to lead your dealership to a new level of performance. During this high-energy closing keynote address, sponsored by the members of *Boating Industry's* Top 100 Dealers Hall of Fame, former Chief Sales Officer **Ryan Estis** will prepare you to compete for and win more business. Learn about:

- ★ The evolution of customer buying behavior
- ★ Where to spend the most time to get the biggest impact
- ★ Creating a sales culture of accountability and performance
- ★ Coaching your team to maximum productivity
- ★ Using technology to engage customers and shorten the sales cycle
- ★ How to develop a plan to take action now

You’ll leave inspired to get to work with the tools to transform what you learned at MDCE into growth for you and your business.

WALK AWAY WITH: A 23-page eBook on *Leading Breakthrough Sales Performance: How the world’s best brands are turning customer transformation into an opportunity for growth.*

MRAA SPECIAL PRESENTATION

4:00 p.m. / MONDAY, NOVEMBER 17

CARING FOR YOUR TEAM AND YOUR DEALERSHIP

In order to take care of your business and team, you need to understand what’s happening in the government and industry. Join MRAA President **Matt Gruhn** for a discussion of how to find success in today’s marine marketplace, including a special presentation from **Jeff Englander**, SVP Senior Research Analyst, GE Capital, who will provide insights into how the Affordable Care Act impacts you, including an update of revisions to deadlines and the requirements applying to employers in the Affordable Care Act (ACA), as well as strategic considerations around planning, administration & coverage.

HUGE EXPO HALL

Ramp up your performance on the floor of the MDCE Expo Hall. It’s where more than 1,000 leaders like you make connections and share best practices and solutions with industry partners and industry peers that will impact your business for years to come. It’s so powerful that dealer attendees have been demanding MORE time with exhibitors – and we’re giving you what you’ve been asking for. **Take advantage of our new schedule, incredible exhibitor lineup and diverse base of dealer attendees to shop, network and build a brighter future for your business and the industry.** Entrance to the Expo Hall is included in your Full Conference Pass. To reserve exhibit space, please contact Kathy Johnson at kathy.johnson@boatingindustry.com or 480-988-3658.

DEALER-TO-DEALER LEARNING

MDCE brings the North American dealer community together to learn from each other like no other event. Not only can you rub shoulders with fellow industry leaders throughout the event, but there are several offerings designed to facilitate the dealer-to-dealer sharing of best practices and ideas.

- ★ **The Path Forward for Young Professionals***
- ★ **Best Ideas Panel** →
- ★ **Accessories Done Right**
- ★ **Turning F&I Objections into Opportunity**

*Pre-Conference Workshop that requires separate registration.



{ PRE-CONFERENCE WORKSHOPS }



FABULOUS
NEW SPEAKERS,
AND RETURNING
FAVORITES!



IMMEDIATE
TAKE-HOME
WORKSHEETS!

A NEW, POPULAR ADDITION IN 2013, the MDCE Pre-Conference Workshops are a unique opportunity for dealers like you to dig deep into the topics that have the greatest impact on your business. Buckle down and get some real work done in a small group setting under the guidance of some of the best speakers and educators out there.

Separate registration is required. Click on Monday's sessions during online registration at www.mraa.com/event/MDCE, then select the workshop ticket you desire. MRAA members, log into MRAA.com first to receive your member discount.

MONDAY, NOV. 17TH

8:00 a.m. to 11:15 a.m.

CULTURE = CASH

As you pursue a stronger top and bottom line for your business, is your culture truly capable of driving growth or will it hold you back? Learn what it takes to build and sustain a dealership culture that delivers results in this three-hour workshop with leadership guru **John Spence**. Not only will you take away tools to create highly satisfied, engaged and loyal employees that possess an "ownership mentality," but you'll also pick up strategies to help your team embrace change, increase accountability, develop a strong sense of urgency, and maintain disciplined execution.

\$175 non-member/\$135 member

WALK AWAY WITH: A customized workbook to help you identify areas of strength and weakness in your dealership's culture.

MONDAY, NOV. 17TH

8:00 a.m. to 11:15 a.m.

BUILD A SERVICE DREAM TEAM

In order to achieve leading customer loyalty and profitability, you must have a highly effective service team. This in-depth workshop from service pro **Valerie Ziebron** will look at the key human resource elements needed to create an outstanding service department. Among the topics to be covered are recruiting, interviewing, hiring, reviewing and terminating employees; management's role in creating, communicating and driving goals, and what employees need from managers to be successful.

\$175 non-member/\$135 member

WALK AWAY WITH: Job descriptions for service and parts employees, sample interview questions, tips for Internet recruiting, employee rewards and recognition best practices, and much more.

8:00 a.m. to 11:15 a.m.

DON'T FLUNK THIS TEST

Pick up your dealership's website, social media and online reputation grades, then get to work building a plan that will put you at the head of the class. Under the guidance of ARI's **Bob McCann** and **Lisa Buller**, you'll benchmark your dealership's digital performance, set goals to improve your results, then build an actionable content optimization plan. You'll leave this powerhouse workshop armed with the tools you need to enhance your results across all of your digital channels.

\$175 non-member/\$135 member

WALK AWAY WITH: A report card that scores your dealership's website, social media and online reputation, and a 12-month content optimization plan.



PROVEN SOLUTIONS FROM INDUSTRY EXPERTS



HANDS-ON LEARNING!

MONDAY, NOV. 17TH

8:00 a.m. to 9:30 a.m.

12 STEPS TO PROTECT YOUR FAMILY AND YOUR BUSINESS

Whether you're a dealership owner ready for retirement or you're just assuming the helm today, it's time to kick off a new conversation about your company's future. During this workshop, family business maven **Tom Deans, Ph.D.**, will share his experience as a company owner and operator, guiding you through 12 questions designed to protect your wealth, strengthen your family relationships and provide a clear path forward for your dealership.

\$129 non-member/\$99 member

WALK AWAY WITH: A 130-page guidebook to help you protect your family's wealth and plan for your dealership's future.

9:45 a.m. to 11:15 a.m.

THE PATH FORWARD FOR YOUNG PROFESSIONALS

If you're in line to assume ownership in your family's marine business some day, this session is for you. Join together with other young leaders for a discussion of how to open up an honest conversation with current ownership regarding your future and theirs. During this workshop by family business guru **Tom Deans, Ph.D.**, you'll learn what questions to ask yourself and the dealership principals to secure a clear and bright path forward.

\$129 non-member/\$99 member

WALK AWAY WITH: A 130-page guidebook to help you protect your family's wealth and plan for your dealership's future.

8:00 a.m. to 9:30 a.m.

BACK TO SALES BASICS

In both sports and business, evidence suggests that the best performers focus on the fundamentals and the teams that make the fewest mistakes are the ones that win the most games. The simple reality for today's dealers is that they tend to lose far more deals each day due to ego and abandoning their sales process than they do from using the wrong word track or closing line. Join one of MDCE's highest-rated speakers, **Sam Dantzer**, as he takes you back to the basics, raising your sales game through the sales exercise missing from your dealership's play book, the development of a better sales process, the creation of staffing guidelines, and more.

\$129 non-member/\$99 member

WALK AWAY WITH: Training tools you can use to improve sales results for you and your team.

9:45 a.m. to 11:15 a.m.

SHOOTING AND EDITING BOAT WALK-THROUGH VIDEOS

Video has become a critical component of the marketing plan for any piece of new or used inventory. During this two-part workshop by Dominion Marine Media Senior Editor **Lenny Rudow**, you will learn how to shoot a walk-through video on a trailerable boat, including a live demonstration of camera equipment. Then, you'll be taught video editing tips and tricks, including the use of YouTube's built-in editor, that will help make your videos more effective.

\$129 non-member/\$99 member

WALK AWAY WITH: Tips sheets you can take back to your dealership to help you film and edit your own boat walk-through videos.



TUESDAY, NOV. 18TH

8:00 a.m. to 9:15 a.m.

PLANNING FOR PEAK PERFORMANCE

We all seek to improve our business, whether our current focus is revenue, profits, customer loyalty or all of the above. But without smart goals and a strategic plan to reach them, we're unlikely to move the needle. This session will guide you through the critical aspects of effective strategic thinking, providing you with numerous tools, ideas and skills to apply when creating a detailed, realistic and customized business plan that will drive your dealership to peak performance. *By John Spence*

WALK AWAY WITH: The tools to create a custom performance strategy for your dealership.

10:15 a.m. to 11:30 a.m.

A CONTRARIAN STRATEGY FOR PRESERVING WEALTH

Despite the best of intentions, the succession planning efforts of most marine business owners fail to protect their family, their business and their wealth. That is, if they have a plan at all. Get ready for an open, honest and entertaining conversation about wealth preservation that will turn your beliefs about the path to succession upside down. Whether you're in line to inherit the business, you're ready to retire or you're at the beginning of your ownership journey, you won't want to miss this session. *By Tom Deans, Ph.D.*

WALK AWAY WITH: A 130-page guidebook to help you protect your family's wealth and plan for your dealership's future.

3:45 p.m. to 5:30 p.m.

HIRE THE BEST PERSON FOR THE JOB

Management guru Peter Drucker once said, "The ability to make good decisions regarding people represents one of the last reliable sources of competitive advantage, since very few organizations are very good at it." In fact, the typical business only hires the best person for the job about 20 percent of the time. During this session, you'll learn a hiring system through which dealerships have achieved success rates higher than 80 percent, saving them thousands of dollars by reducing turnover costs and avoiding the low performance that comes with bad hires. *By David Spader*

WALK AWAY WITH: The five steps to hiring and interviewing, the "Big 6" performance predictors, and one principle to improve the effectiveness of EVERY interview.

WEDNESDAY, NOV. 19TH

10:30 a.m. to 11:45 a.m.

ESI FUELS CSI

Many dealer principals struggle with questions like: "Would my business run just as well if I'm not there?" and "Why won't my staff just do what I want them to do?" Get the answers you seek in this eye-opening session. In it, you'll explore the behavioral science behind employee motivation and engagement, discuss the link between the Employee Satisfaction Index and the Customer Satisfaction Index, learn how to strengthen the bond with your team and pick up strategies for helping employees see your business through "owner's eyes." Put what you learn to work, and watch your margins, repeat and referral business soar. *By Sam Dantzer*

WALK AWAY WITH: An understanding of what drives team cohesiveness and a template for reproducing it in your store.

1:00 p.m. to 2:15 p.m.

PRIORITIZING FOR THE PRINCIPAL

As you finish a business book, complete a consulting session, leave MDCE or review your latest financial statement, you're often faced with an overabundance of good ideas. But under the hood of most dealerships is a short list of key items that will truly make a difference. During this presentation, you'll learn how to identify your dealership's biggest challenges, develop simple strategies for the most important areas of your business, gain a better understanding of the special role the dealer principal plays in the execution of company initiatives, and create credible feedback loops that all team members can clearly understand. *By Pat Kennedy*

"THE KEY TO SUCCESSFUL EXECUTION IS PUTTING A BIG COMMITMENT ON A SMALL NUMBER OF THINGS, NOT A SMALL COMMITMENT ON A LARGE NUMBER OF THINGS."

WALK AWAY WITH: Tools you can download to simplify your dealership's financial data for better decision-making.

Sponsored by:



TUESDAY, NOV. 18TH

8:00 a.m. to 9:15 a.m.

OPPORTUNITY WALKS: WHY MOST PROSPECTS DON'T BUY

More sales are lost than won because most dealerships actually discourage their prospects from buying without being aware of it. In this insightful program, you'll learn how to win more sales, discover 10 reasons prospects don't buy what you're really selling (it's not what you think!), strategies for building confidence in your buyers, and how to significantly improve your customer loyalty.

By Don Cooper

WALK AWAY WITH: Briefs on the Top Ten Mistakes Salespeople Make, Six Assumptions That Are Killing Your Sales, Nine Words You Should Never Use with Boat Customers, and more.

10:15 a.m. to 11:30 a.m.

A TRADE-IN PROCESS TO BOOST YOUR MARGINS

With many consumers trading in their used units to buy new, dealerships must have a trade-in process that protects their bottom line. In this session, you'll learn how to value a boat correctly amidst the current economic conditions, use a trade-in approval form to manage customers' expectations and other strategies for maximizing your profitability. **By David Parker**

WALK AWAY WITH: A trade-in approval form.

3:45 p.m. to 5:30 p.m.

SELL MORE BOATS TO WOMEN

You've heard it before: Women hold the purse strings in most households, and they influence up to 80 percent of all major transactions. But what sales strategies are you using to sell more boats to women and their families? During this presentation, you'll gain new insight into how women think, communicate, decide, shop and buy, and learn strategies for leveraging that knowledge to increase your closing ratios. **By Kelly McDonald**



WEDNESDAY, NOV. 19TH

10:30 a.m. to 11:45 a.m.

TURNING F&I OBJECTIONS INTO OPPORTUNITY

Bring your toughest finance and insurance objections to this session, and challenge the expert presenter – and the audience – with them. In return, you'll not only gain incredible insight into how to overcome those objections and convert them into real opportunity, but you'll also receive word tracks and other examples of how you can increase your F&I profitability. **By Jan Kelly**

WALK AWAY WITH: Strategies for transforming the objections you bring to this session into sales.

1:00 p.m. to 2:15 p.m.

SALES STRATEGIES FOR THE HYPER-INFORMED CUSTOMER

There are now hyper-informed, tech-savvy boat buyers in the market. Are you ready for them? Are you appealing to them? To be successful with these technology-dependent buyers, you must treat them differently than their parents and grandparents or risk losing them forever. They don't buy products; they buy experiences. In this workshop, you will learn who they are, how they shop, what they want and how to make them happy. **By David Martin**

WALK AWAY WITH: Insight into how Millennials and Gen X differ from previous generations and specific strategies to sell to them now.

{ MARKETING TRACK }

TUESDAY, NOV. 18TH

8:00 a.m. to 9:15 a.m.

FILL THE HOLES IN YOUR ONLINE BUCKET

Over 80% of consumers research online before buying a boat. Is your "Online Dealership" capturing every potential lead and positioning you for the sale? Discover the seven holes in many boat dealership's Internet strategy and easy and inexpensive techniques to plug them. Learn the two types of visitors to consider when creating your online messages; the most powerful strategy 99% of dealers are not using but should; and how to turn up the flow of online traffic and convert it into a valuable leads. *By Matt Sellhorst*

WALK AWAY WITH: A practical game plan to drive a larger share of online traffic thru your dealership's front door.

10:15 a.m. to 11:30 a.m.

INCREASE YOUR SEO THROUGH SOCIAL

If your dealership isn't taking search engine optimization seriously, chances are you're missing the opportunity to get in front of potential new customers every day. During this session, you'll learn how to use social media to improve search engine optimization for your dealership. Platforms to be discussed in this presentation include but are not limited to Facebook, Twitter, LinkedIn, Google+, Pinterest and YouTube. *By Lauren de Vlaming*

WALK AWAY WITH: A checklist you can use to ensure you're taking advantage of key opportunities to improve your SEO through social.

3:45 p.m. to 5:30 p.m.

OUTMARKET YOUR COMPETITION

Effective marketing is vital to your dealership's success. But given the speed at which marketing technologies are changing, what was effective yesterday may not deliver results today. During this session, you'll be led through a step-by-step process for developing a powerful marketing plan. You'll discover the biggest marketing mistakes dealerships make, where your best customers are hiding, five buying triggers and how to use them in your marketing, where to focus your time, energy and dollars to get the best returns, and much more. *By Don Cooper*

WALK AWAY WITH: A customizable Marketing Plan Template and a special report on Using Publicity to Sell More Boats.



WEDNESDAY, NOV. 19TH

10:30 a.m. to 11:45 a.m.

HOW TO MARKET TO THOSE NOT LIKE YOU

It's time to rethink your target customer. U.S. demographics aren't just going to shift, they already have. Your ability to attract new customers is critical to your success, and chances are, many of those prospects are not like you. Whether they are a different age, gender, race or sexual orientation, you need to know the rules for connecting with them and drawing them to your business. Attend this session to gain a competitive edge in your marketplace and learn marketing strategies that drive sales. *By Kelly McDonald*

1:00 p.m. to 2:15 p.m.

DIGITAL MARKETING: WHAT'S NOW, WHAT'S NEXT?

In the rapidly changing environment of digital marketing, it can be hard for even the savviest marine dealerships to keep up. You may be wondering whether your efforts are paying off, if you are using all the available tools to their maximum capability or whether or not there is a better way? During this advanced session, you will be led through the strategies of today and gain a glimpse of what's to come tomorrow in social media, email marketing, and Internet marketing. Learn about new tools and trends for communicating with customers and prospects, and enhancing lead generation online and off. Attendees will leave with the insight to connect their social media efforts with the revenue they generate.

By Samantha Scott, APR

WALK AWAY WITH: Templates for Social Media Measurement.

{ SERVICE PLUS TRACK }

Sponsored by:



TUESDAY, NOV. 18TH

8:00 a.m. to 9:15 a.m.

ACCESSORIES DONE RIGHT

Stop making excuses for missed opportunities in marine accessories. Attend this panel discussion, and turn your parts and accessories department into a profit machine. In it, you'll discover the difference between an up-sell and an add-on, the impact of accessories on the customer's experience, strategies for avoiding obsolescence, and how to buy right. Don't miss a chance to learn from those dealers leading the way in accessories. **By Sam Dantzer**

WALK AWAY WITH: An understanding of what turns on your floor for maximum profitability, even with big-box competitors next door.



WEDNESDAY, NOV. 19TH

10:15 a.m. to 11:30 a.m.

BEST IDEAS PANEL

SPONSORED BY DOMINION MARINE MEDIA

Want to know the secret strategies dealers have embraced to improve their performance in today's boat business? During this session, finalists of the MDCE Best Ideas Program will share the most-effective new practice their dealership has adopted this year, including tips and advice on how to put them to work in your business. **By Jonathan Sweet**

WALK AWAY WITH: Industry-proven ideas that you can apply at your own dealership.

10:30 a.m. to 11:45 a.m.

LESSONS LEARNED FROM THE MASTER SERVICE ADVISOR

The service advisor position single-handedly builds or destroys more dealership loyalty than any other position. This powerful session will look at what you can do to find and grow a Master Service Advisor in your dealership. You will explore the mindset, the tools and the habits that allow these advisors to excel. **By Valerie Ziebron**

WALK AWAY WITH: Golden nuggets regarding the Master Service Advisor mindset, tools and habits.

3:45 p.m. to 5:30 p.m.

TURN UPSET CUSTOMERS INTO LOYAL ONES

Even the best service departments will occasionally upset a customer. Top shops know that treating people properly when they have issues creates loyalty and provides valuable information that can strengthen relationships and processes. During this workshop, you will learn how to assess the way you handle upset customers today, and pick up positive conflict resolution techniques that you can use to improve your customer satisfaction and loyalty.

By Valerie Ziebron

WALK AWAY WITH: A guide to train your entire team on positive conflict resolution techniques.

1:00 p.m. to 2:15 p.m.

SELL MORE PARTS IN-STORE AND ONLINE

Want improved efficiency and profitability? Learn how to bolster your parts and service department results by taking advantage of online and in-store genuine parts lookup. In this session, you'll gain new insight into how these tools can seamlessly integrate with your website to offer your customers the ability to find – and buy – genuine replacement parts online. You will also gain a clear understanding of how you can take advantage of today's technology tools to empower your staff to find the replacement parts your customers need fast and accurately. **By Brad Smith**

WALK AWAY WITH: An eBook you can access to put what you learned in this session to work in your dealership.



{ REGISTRATION }

REGISTER ONLINE at www.mraa.com/event/mdce

FULL CONFERENCE RETAILER PASS* –

Early Bird Rate \$474 (\$499 after Sept. 19, 2014)
This pass includes unlimited access to all educational sessions on Tuesday and Wednesday, as well as Monday's keynote session. It also includes access to the MDCE Expo Hall, the networking cocktail receptions, breakfasts and lunches per schedule. The Full Conference Pass also entitles you to FREE access to the audio recordings from every session of MDCE; these audio files will be made available following the event.

MRAA MEMBER FULL CONFERENCE RETAILER PASS* –

Early Bird Rate \$399 (\$424 after Sept. 19, 2014)
This pass, available only to members of the Marine Retailers Association of the Americas, is discounted \$75 and includes all the benefits of the Full Conference Retailer Pass.

SUPPLIER/MANUFACTURER FULL CONFERENCE PASS – \$995 SOCIAL REGISTRATION – Available onsite.

*Full Conference Pass does not include pre-conference workshops, which require a separate registration, see below for details.



OFFICIAL MARKETING PARTNER

HOST HOTEL

This year's Marine Dealer Conference & Expo room block is located in the award-winning **Rosen Centre Hotel**. The hotel sets a spectacular standard of hospitality, service and value and is located minutes from Orlando's top tourist destinations, one block from Pointe Orlando and 12 minutes from Orlando International Airport. The Rosen Centre is connected to the Orange County Convention Center via the second floor Rosen Centre Skywalk.



ROSEN CENTRE HOTEL
9840 International Drive, Orlando, FL 32819
MDCE group rate: \$144

Rosen Centre Hotel is offering MDCE attendees complimentary guest room Internet service, discounted fitness center access and discounted daily self-parking.

For reservations: call 800-204-7234 by **5:00 p.m. EST Tuesday, October 28, 2014** and request the group rate for the Marine Dealer Conference & Expo. Or you can reserve by visiting www.mraa.com/event/MDCE.
Be sure to reserve early!

Please note: There are several Rosen Hotels in Orlando – the Rosen Centre is the host hotel.

WHEN YOU ARRIVE:

When you arrive at the 2014 MDCE, you can pick up your registration badge at the Orange County Convention Center, West Building, outside of Halls A1-3. The Exhibit Hall is closest to the Rosen Centre Hotel.

Pre-Conference Workshops / Monday, Nov. 17th / See Workshop pages for more info. (Check the box for each session you plan to attend)

8:00 a.m. to 11:15 a.m.	<input type="checkbox"/> Culture = Cash (\$175, MRAA Member \$135)	Name of attendee: _____
	<input type="checkbox"/> Build a Service Dream Team (\$175, MRAA Member \$135)	Name of attendee: _____
	<input type="checkbox"/> Don't Flunk This Test (\$175, MRAA Member \$135)	Name of attendee: _____
8:00 a.m. to 9:30 a.m.	<input type="checkbox"/> 12 Steps to Protect Your Family and Your Business (\$129, MRAA Member \$99)	Name of attendee: _____
	<input type="checkbox"/> Back to Sales Basics (\$129, MRAA Member \$99)	Name of attendee: _____
9:45 a.m. to 11:15 a.m.	<input type="checkbox"/> The Path Forward For Young Professionals (\$129, MRAA Member \$99)	Name of attendee: _____
	<input type="checkbox"/> Shooting and Editing Boat Walk-Through Videos (\$129, MRAA Member \$99)	Name of attendee: _____

Send registration form and payment to: **MRAA, 8401 73rd Ave N, Suite 71, Minneapolis, MN 55428, or Fax: 866-415-9486 – Questions? 315-692-4533**

Name: _____ Title: _____

Organization Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Main Telephone: _____ Email: _____

Web Address: _____ I am a: Dealer Supplier

Additional Registrants:

1. Name: _____ Email: _____

2. Name: _____ Email: _____

3. Name: _____ Email: _____

Use Additional forms if needed

Credit Card Type: Mastercard Visa Discover American Express Amount To Be Charged: _____ Check Enclosed

Credit Card Number: _____ Exp. _____ CVV #: _____

Signature: _____