

22 ALL-NEW
SESSIONS



MARINE DEALER

Conference & Expo

MOVING YOU BEYOND

BEYOND...

YOUR EXPECTATIONS

THE RECESSION

YOUR BUDGET

YOUR GOALS

YOUR IMAGINATION

YOUR CUSTOMER'S EXPECTATIONS

YOUR COMPETITORS

NOVEMBER 11 - 14, 2012

ORANGE COUNTY CONVENTION CENTER, ORLANDO

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Boating Industry



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ARI



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SUNDAY, NOVEMBER 11

- 8 a.m. Exhibitor Set Up in Expo Hall
- 10 a.m. Registration Opens
- 6 p.m. 2012 MDCE Kickoff Cocktail Reception in Expo Hall / Sponsored by Nautic Global Group (Reception closes at 8 p.m.)

MONDAY, NOVEMBER 12

- 7 a.m. Registration Opens
- 8 a.m. Manufacturer's Representative Half-Day Seminar
- Noon Expo Hall Opens
- 1 p.m. **Bonus Educational Sessions**
- 4 p.m. **MRAA Annual Meeting and Election of Officers**
- 5 p.m. **MDCE Introductory Comments**
- 5:30 p.m. **KEYNOTE PRESENTATION: HOW THE BEST GET BETTER, BY ROBERT STEVENSON**
Sponsored by Starcraft Marine & The Smoker Craft Family of Products
- 7 p.m. Networking Reception in Expo Hall / Sponsored by Manheim Specialty Auctions (Reception closes at 9 p.m.)



TUESDAY, NOVEMBER 13

7 a.m.	Registration Opens		
7:30 a.m.	Expo Hall Opens / Coffee Served in Expo Hall / Sponsored by Boat Trader		
	SALES & MARKETING TRACK	POWERING PROFITS TRACK	SERVICE & MARINA TRACK
8 a.m.	Secrets To Winning More Than Your Fair Share Of Sales	The Improvement Engine	Winning The War For Trades Talent
9:15 a.m.	Continental Breakfast in Expo Hall / Sponsored by ADP Lightspeed		
10:15 a.m.	Five Digital Strategies To Reach Customers In 2013: A Mini-Conference	Growth: How To Know When You're Ready	Taking Your Service Department To The Next (Profit) Level
Noon	Lunch / Sponsored by Volvo Penta		
2 p.m.	Demographic Trends: What They Mean For Your Business	Learn From The Leaders In F&I	Benchmark Your Marina's Performance
3:15 p.m.	Break in Expo Hall		
4:15 p.m.	Wake Up To Your Showroom's Potential	Best Ideas Panel / Sponsored by Boat Trader	Service Pros Answer Your Toughest Questions
5:30 p.m.	Networking Reception in Expo Hall / Sponsored by ARI (Reception closes at 7:30 p.m.)		

WEDNESDAY, NOVEMBER 14

7:30 a.m.	Expo Hall Opens / Coffee Served in Expo Hall / Sponsored by Boat Trader		
8 a.m.	Generate A Return On Your Facebook Investment	Techniques For Boosting Repeat Business	Fill Your Marina's Slip Vacancies
9:15 a.m.	Continental Breakfast in Expo Hall / Sponsored by Forest River Marine		
10:15 a.m.	Get Your Money's Worth At Boat Shows	Pricing Strategies To Maximize Sales And Gross Margins	Sell More Service
11:30 a.m.	Lunch / Sponsored by Regal Marine		
1 p.m.	Break in Expo Hall		
2 p.m.	Industry Leaders Panel: Preparing For Tomorrow's Challenges And Opportunities	Industry Leaders Panel: Preparing For Tomorrow's Challenges And Opportunities	Industry Leaders Panel: Preparing For Tomorrow's Challenges And Opportunities
4 p.m.	Educational Tracks Conclude / 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 only to 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. Non-Top 100 Dealers interested in attending can contact Lori Hackett at lhackett@boatingindustry.com, subject line: Top 100 ticket, to purchase tickets.

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. All educational session PowerPoints will be made available to all MDCE attendees.

WHO SHOULD ATTEND THIS TRACK

Top line thinking is the focus of the Sales & Marketing Track, which will appeal to sales managers, general managers, marketing managers and dealer principals, among others. The focus is on reaching more customers through various means and then selling them more products when they come through your front door.

ATTENDEE PREMIUMS

- Trainer Joe Verde will share copies of his book, "A Dealer's Guide To Recovery & Growth In Today's Market," a \$39.99 value, with all attendees.
- Handouts in the Five Digital Strategies session will feature step-by-step instructions you can follow to implement these winning ideas.



SALES & MARKETING

8 A.M. / TUESDAY NOVEMBER 13 SECRETS TO WINNING MORE THAN YOUR FAIR SHARE OF SALES

Today's buyers want all they can get for the money they spend – that means they want value. In this session, Joe will show you how put a process in place to deliver more value than your customers expect in exchange for more than your fair share of sales and profits. Attend this presentation and you'll leave with a step-by-step plan to make 2013 your best year yet. – *By Joe Verde*

10:15 A.M. / TUESDAY NOVEMBER 13 FIVE DIGITAL STRATEGIES TO REACH CUSTOMERS IN 2013

Don Cooper leads a mini-conference of industry experts primed to share their secrets for using cutting-edge technology to run a better dealership. Learn the latest strategies for how to put Pinterest to work for your business, develop a standout website, use texting to increase business, generate powerful online reviews and boost sales with geo-locational targeting. – *By Don Cooper*

2 P.M. / TUESDAY NOVEMBER 13 DEMOGRAPHIC TRENDS: WHAT THEY MEAN FOR YOUR BUSINESS

If you could look inside your dealership 20 years from now, the customer you have today will be vastly different than your future customer. The demographics across the United States are undergoing significant change and the pace of that change is expected to increase. Attend this session to get a jump start on adjusting to and even taking advantage of that change. – *By Steve H. Murdock*

4:15 P.M. / TUESDAY NOVEMBER 13 WAKE-UP TO YOUR SHOWROOM'S POTENTIAL

In this edgy look at the marine sales environment, guru Jennifer Robison shares merchandising, display and retail solutions designed to wake you up to your showroom's potential. Her straight talk about the good, bad and ugly of today's dealerships will help you get real about your own business so you can get to work transforming it. – *By Jennifer Robison*

8 A.M. / WEDNESDAY NOVEMBER 14 GENERATE A RETURN ON YOUR FACEBOOK INVESTMENT

Learn how to measure your social media engagement, prove your ROI and use Facebook to bring people into your dealership to buy a boat. Our social media expert will share proven formulas to track Facebook lead generation and measure your dealership's social media return on investment, as well as benchmarking data produced by marine dealers. – *By Josh Chiles*

10:15 A.M. / WEDNESDAY NOVEMBER 14 GET YOUR MONEY'S WORTH AT BOAT SHOWS

Are you taking full advantage of the time and money you spend to exhibit at each of your dealership's boat shows? In this course, you will learn how to execute upon five proven strategies designed to make your next event your best ever. Topics of discussion include defining the show's purpose, pre-show outreach, the right graphics, staff preparation and measurement. – *By Mike Mraz*

PRESENTERS



Josh Chiles
Engaged!



Don Cooper
The Sales Heretic



Sam Dantzler
Sam Dantzler
Powersport Consulting



Mike Davin
Boating Industry



Matt Gruhn
Marine Retailers
Association of the Americas

WHO SHOULD ATTEND THIS TRACK

Looking to grow your bottom line? Strategic decision makers, such as dealer principals, general managers and sales managers, will most benefit from the sharp focus of the Powering Profits Track. Its aim is to help dealership leaders put more money to the bottom line, through a variety of important topics.



ATTENDEE PREMIUM

■ **FREE** Best Ideas e-white paper, including the best dealer submissions of the year, for all MDCE attendees. Sponsored by Boat Trader.

Boat Trader
www.boattrader.com™

POWERING PROFITS

8 A.M. / TUESDAY NOVEMBER 13 THE IMPROVEMENT ENGINE

In this session, participants will learn practical ways to create a work environment that will drive continuous improvement throughout their dealerships. The presentation will share techniques leaders can use to build confidence in their people, giving them real tools and strategies to solve problems, set goals and build skills. Other discussion points include ways to establish trust, build teams and create an exciting, challenging, aggressive and satisfying workplace. – *By David Veech*

10:15 A.M. / TUESDAY NOVEMBER 13 GROWTH: HOW TO KNOW WHEN YOU'RE READY

Should your dealership seek stability or growth? This session will give dealership principals the tools to answer this critical question. Among the takeaways will be a list of key numbers and measures to guide you in deciding whether to focus on stability or growth; a self-assessment that allows you to rank your dealership in regards to its readiness for stability and growth; and a business development model designed to map out the next step to healthy, strong and stable growth for your company. – *By David Spader*

2 P.M. / TUESDAY NOVEMBER 13 LEARN FROM THE LEADERS IN F&I

In response to the challenges of the past few years, some dealers have given up on the opportunity represented by finance and insurance. Well, it's time for that to change. In today's marine market, a focus on F&I can drive up your profitability, sell more boats and improve the customer experience. Gain new strategies for success from a panel of dealers leading the way in this area of dealership operations. – *By David Parker*

4:15 P.M. / TUESDAY NOVEMBER 13 BEST IDEAS PANEL

What are the most effective strategies dealers have discovered to find success in today's market? Attend this session and walk away with some of the industry's best ideas. You will receive tips and advice on how to implement these proven practices from the dealers that have put them to work in their business and reaped the rewards. At the end of the session, you'll have a chance to vote on the single best idea. – *By Mike Davin*

8 A.M. / WEDNESDAY NOVEMBER 14 TECHNIQUES FOR BOOSTING REPEAT BUSINESS

To maximize profitability, dealerships need to embrace strategies to retain current customers, driving repeat business at every opportunity. In this session, powersports consultant Sam Dantzler will share proven customer relationship management strategies used by leading Harley dealers in areas such as lead capture, customer follow-up, events and staff training. – *By Sam Dantzler*

10:15 A.M. / WEDNESDAY NOVEMBER 14 PRICING STRATEGIES TO MAXIMIZE SALES AND GROSS MARGINS

There are several pricing strategies in the marine marketplace today. Learn how to maximize each of the four most common and discover which one actually provides the best return in sales and gross margins. – *By David Parker*



Neal Harrell
Brooks Marine Group



Mike Mraz
Exhibiting Excellence



Steve Murdock
Rice University



David Parker
Parker Business
Planning



Jennifer Robison
Tucker Rocky
Distributing



David Spader
Spader Business
Management

WHO SHOULD ATTEND THIS TRACK

With tailored topics specific to all service and marina operations, the Service & Marina Track is aimed squarely at service and marina managers and personnel as well as general managers and dealer principals interested in driving more business — and more profit — through this vital part of their operation.



SERVICE & MARINA

8 A.M. / TUESDAY NOVEMBER 13 WINNING THE WAR FOR TRADES TALENT

As the boating market begins to recover, marine businesses are finding it more and more difficult to recruit skilled workers for their service department, a challenge that can stunt their ability to grow. This session will provide tactics your dealership can employ to recruit, train and retain a high-performance team. — *By Neal Harrell*

10:15 A.M. / TUESDAY NOVEMBER 13 TAKING YOUR SERVICE DEPARTMENT TO THE NEXT (PROFIT) LEVEL

If you've survived this recession, you probably have a decent service department. You measure technician efficiency. You track customers' satisfaction with the service experience. And you probably make a little profit for the dealership in the process. But chances are you're still leaving money on the table. In this session, you will uncover strategies for turning your service department into a high performance profit machine. — *By Valerie Ziebron*

2 P.M. / TUESDAY NOVEMBER 13 BENCHMARK YOUR MARINA'S PERFORMANCE

While marine retailers have access to benchmarking data to guide them in their dealership operations, a similar set of data has not been available to most marina operators. During this session, attendees will learn how to conduct a step-by-step analysis of their marina's performance, including benchmarking data to help them measure and ultimately improve the health of their operations.

4:15 P.M. / TUESDAY NOVEMBER 13 SERVICE PROS ANSWER YOUR TOUGHEST QUESTIONS

Valerie Ziebron facilitates four of her favorite service professionals to take on your service department's biggest challenges. These are the people Valerie turns to for expert advice, people who have learned from years of on-the-job experience how to solve a variety of problems at any size dealership. As a group, they've heard it all, seen it all, and overcome it all. — *By Valerie Ziebron*

8 A.M. / WEDNESDAY NOVEMBER 14 FILL YOUR MARINA'S SLIP VACANCIES

As the boating market slowly recovers, many marinas continue to face slip vacancies, even in peak season. In this session, you'll pick up new ideas for filling those vacancies from the marina operators who have found them effective. — *A panel discussion.*

10:15 A.M. / WEDNESDAY NOVEMBER 14 SELL MORE SERVICE

Make more money in your service department by learning from the best in the power-sports business. Consultant and 20 Group Moderator Sam Dantzler shares proven sales strategies for the service department, including how to effectively upsell, resulting in higher sales per ticket. — *By Sam Dantzler*



Robert Stevenson
Seeking Excellence Inc.



Tim Timpson
MarinaResource LLC



David Veech
Institute for
Lean Systems



Joe Verde
The Joe Verde Group



Valerie Ziebron
VRZ Consulting Co.

HOST HOTELS

In a city known as a world-class destination, the Rosen Plaza Hotel and Rosen Centre Hotel are award-winning meeting, convention and vacation hotels in Orlando with established spectacular standards of excellence. In addition, all of the guestrooms were renovated in both properties in 2011, making it even better than when the MDCE event was based here in 2010. The Rosen Plaza Hotel's resort-style luxury is minutes from Orlando's famous theme parks and the Rosen Centre Hotel offers contemporary furnishings and spectacular views.

THE MARINE DEALER CONFERENCE & EXPO HAS SECURED THESE GREAT RATES FOR ATTENDEES:



Rosen Plaza Hotel
9700 International Drive
Orlando, FL 32819
MDCE group rate: \$133



Rosen Centre Hotel
9840 International Drive
Orlando, FL 32819
MDCE group rate: \$145

Both hotels are offering Marine Dealer Conference & Expo attendees complimentary guestroom Internet service and complimentary fitness center access as well as discounted daily self-parking.

To get these rates and amenities at either hotel, call 800-627-8258 by **5:00pm EST Tuesday, October 23, 2012** and request the group rate for the Marine Dealer Conference & Expo. OR you can reserve online by visiting www.boatingindustry.com/mdce and following the Event Location links.

PLEASE NOTE: There are three Rosen Hotels in Orlando, these two are located on International Drive (and each adjacent to the Orange County Convention Center). The Rosen Plaza is across the street from the newly renovated Pointe Orlando entertainment complex. More than 40 unique stores, delicious restaurants and exciting nightlife create a vibrant experience. The Rosen Centre Hotel is one block from Pointe Orlando.

WHEN YOU ARRIVE

When you arrive at the 2012 MDCE, you can pick up your registration badge at the Orange County Convention Center, West Building, outside of Hall WB1.



2012 DIGITAL SPONSOR

FREE jump drive featuring PowerPoint presentations from major seminars in all tracks, provided by Global Marine Insurance Agency as the 2012 digital sponsor.

"I don't know where I could ever go or what book I could ever read that I could get as much information as what I get when going to the MDCE conferences. And it's information that can be used by all sizes of dealerships."

– Rob Brown, Clark Marine

"There is so much information, and I think everyone can grow their business and make more money."

– Brian Crowe, Crowe Marine

"It's a road map to success."

– Carlton Phillips, Prince William Marine Sales

"The event is very well done, educational, a great way to connect to vendors and other dealers. It is a must if you are going to improve your business and accelerate your growth!"

– Rod Benz, B & E Marine

"I came back with new ideas to implement into our business and ways to better educate our staff."

– Jason Craig, Quartermaster Marine

"For the relative small time and financial investment, these ideas and practices make my business more profitable and successful."

– Jeff Ellingsworth, Hayes Marine

KEYNOTE PRESENTATION: HOW THE BEST GET BETTER

5:30 P.M. / MONDAY, NOVEMBER 12

To be the best in today's marine marketplace, you have to excel at turning leads into sales, generating repeat business and inspiring powerful referrals. How you care for your customer is the key to all three. All it takes is one dissatisfied customer to destroy months of positive momentum within your business.



Robert Stevenson

In this MDCE keynote session, "How the best get better," you'll learn about the strong connection between sales and customer service, including why everyone who has customer contact in your dealership is a salesperson. Author and internationally recognized speaker Robert Stevenson will provide concrete strategies to help you improve sales, customer loyalty and referral business by delivering an excellent customer experience.

Among the takeaways for participants will be tips for identifying problem areas; techniques to establish, implement and review dealership service standards; alternate methods for boosting customer satisfaction; and best practices for building a service culture from within.

This speaker's incredible ability to connect with his audience comes back to his understanding of what it's like to be in their shoes. The former All-American athlete has held positions from salesman to chief executive officer, owned several companies, sold internationally in over 20 countries, established and maintained hundreds of accounts worldwide along with managing a worldwide sales force. He is a man who has lived his experiences, not just studied them, and is eager to share his experiences and proven tactics with marine retailers.

OUTLOOK FOR 2013

INDUSTRY LEADERS:

PREPARING FOR TOMORROW'S CHALLENGES AND OPPORTUNITIES

2 P.M. / WEDNESDAY, NOVEMBER 14

Hear firsthand observations from the marine industry's top executives on the state of today's market and the outlook for 2013. In this general session, you'll learn how boat business leaders are preparing for the challenges and opportunities they expect to face. – *A panel discussion.*

MANUFACTURER'S REP TRAINING WORKSHOP

8 A.M. - NOON / MONDAY, NOVEMBER 12

This half-day seminar for marine manufacturers' sales representatives led by Don Cooper, also known as "The Sales Heretic," will share strategies for boosting sales while providing dealers with the tools and information to increase their performance. Learn how to:

- Communicate effectively with dealers
- Uncover dealer needs and problems
- Increase dealer loyalty
- Quickly resolve customer and dealer problems
- Get closer to your retail customer
- Help dealers increase their profitability
- Help dealers improve their CSI scores
- Drive more boat sales

And more ...



Don Cooper

NEW



OUTSTANDING NETWORKING OPPORTUNITIES!

The educational program this year is better than ever, but great ideas are also shared in the dealer-to-dealer networking that occurs throughout the event.

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.

BONUS EDUCATIONAL SESSIONS STILL BEING ADDED

To get added benefits from the Marine Dealer Conference & Expo, don't miss out on the Monday afternoon Bonus Sessions. Details on these interesting and informative sessions will emerge over the summer and fall – watch www.boatingindustry.com/mdce for details on these sessions, which will precede the MRAA Annual Meeting and the Keynote Presentation.

22 ALL-NEW SESSIONS

Satisfied attendees of past MDCE events raved about our past educational lineups, but then asked us to take them even further this year – truly beyond where it's ever been before. We've done that – with new speakers and new topics in the three tracks, which are all designed to help you sell more boats, run a better service department and make more money.



EARN YOUR CERTIFICATION CREDITS

Marine Five Star Dealer Certification will recognize 2012 MDCE attendance as fulfilling two days (of the three required) of educational training needed to attain or continue certification.

MOVING YOU BEYOND / REGISTRATION



FULL CONFERENCE PASS - EARLY BIRD RATE \$399

(\$449 after Sept. 14, 2012)

This pass includes unlimited access to the conference program sessions on Monday, Tuesday and Wednesday, in addition to the keynote session. 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 - EARLY BIRD RATE \$349

MRAA MEMBERS: SAVE AN ADDITIONAL \$50!
(\$399 after Sept. 14, 2012)

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.

SOCIAL REGISTRATION - WILL BE SOLD AT THE EVENT

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. There will be 1, 2 or 3 night passes available.

WANT TO REGISTER 5 OR MORE ATTENDEES OR JUST NEED HELP WITH YOUR REGISTRATION?
CALL LORI HACKETT AT 763/383-4449

To register for MDCE online, go to BoatingIndustry.com/mdce/register.



HUGE EXPO HALL

Find the right partners to help you turn more profits in the 2012 MDCE Expo Hall. With more than 100 industry suppliers – boat builders, service providers, product manufacturers, management systems and much more – the Expo Hall is the perfect place to gain more information and consider your options. This year's schedule makes utilizing the Expo Hall more convenient than ever, and all breakfasts, breaks and receptions will be held there as well.

To reserve Exhibit Space: Contact Kathy Johnson, 480/988-3658 or kathyjohnson@boatingindustry.com

Send registration form and payment to: Lori Hackett, MDCE/Boating Industry, 3300 Fernbrook Lane N #200, Plymouth, MN 55447 or fax: 763-383-4491

Name: _____ Title: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Main Telephone: _____ Email: _____

Web Address: _____ I am a: Dealer Supplier

To be Eligible for MRAA discount, please provide membership number:

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. _____

Signature: _____