

WISCONSIN MARINE ASSOCIATION

FALL CONFERENCE








November 29-30, 2022






Holiday Inn Rothschild, Wausau, WI

Clean Marina Workshop

Tuesday November 29, 2022





9:00 – 10:00 am	Clean Marina Workshop - Coffee and Registration
10:00 – 12:30 pm 	Clean Marina Workshop Join us for exciting Clean Marina topics and technical assistance! This year's workshop will focus on innovative technology to remove trash at your marina, preparing your marina for extreme weather, water level updates and assessing the costs of marina infrastructure and dredging. Pledged and certified Clean Marinas are invited to a <i>Clean Marina Working Lunch</i> with the Technical Team.
	Clean Marina Program welcome and updates <i>With Theresa Qualls, Wisconsin Clean Marina Program</i>
	Keeping your marina clean with new trash removal technologies <i>With Greg Kleinheinz, UW-Oshkosh</i> Preliminary results on the collection of marine trash using Sea Bins and Pixie Drones installed at Wisconsin marinas this past boating season.
 	Is your marina prepared for the next storm? <i>With Julia Noordyk, UW Sea Grant and Todd Breiby, Wisconsin Coastal Management Program</i> Learn about a new resilience checklist that can help your marina be prepared for the next extreme weather event.
	Great Lakes water levels & costs of marina infrastructure and dredging <i>With Adam Bechle, UW Sea Grant</i> Update on Great Lakes water levels and regional precipitation. Overview of a new tool to estimate the costs to repair and replace marina infrastructure and dredge harbors along the Great Lakes.

	<p>Updates from the U.S. Coast Guard The USCG will be on hand to provide updates and answer any questions you have!</p>
	<p>Pledged and certified Clean Marinas are invited to a <i>Clean Marina Working Lunch</i> with the Technical Team.</p>
<p>9:00 – 11:00am</p>	<p>Exhibitor Set-up</p>
<p>11:00 – 12:45 pm</p>	<p>Registration For WMA Fall Conference Lunch on your own for those not participating in the Clean Marina Workshop.</p>
<p>12:45 – 1:00 pm</p> 	<p>Welcome and Introduction to WMA Fall Conference <i>With Steve Linton CMM, Executive Director and Chair, Wisconsin Marine Association</i></p> 
<p>1:00 – 2:00 pm</p>  	<p>Keynote – What Does the Future Hold <i>With David Foulkes CEO Brunswick, Director</i></p> <p>The WMA is honored to have Mr. Foulkes as our Keynote speaker for 2022. Who better to give a perspective of the “What Does the Future Hold” for the marine industry.</p> <p><i>In January 2019, David M. Foulkes was appointed Brunswick's chief executive officer. Mr. Foulkes had served as president - Brunswick marine consumer solutions, as well as retaining his role as Brunswick's chief technology officer (CTO). For 10 years he was the head of product development at Mercury Marine. Since 2012 Mr. Foulkes is responsible for Mercury Racing. And as CTO, has overseen the launch of Nautic-On and Brunswick's i-JET Innovation Lab at the University of Illinois.</i></p>
<p>2:00 – 2:15 pm</p>	<p>Networking Break and Visit with Exhibitors</p>
<p>2:15 – 3:00 pm</p> 	<p>Workplace Investigations and Disciplinary Action – Best Practices and Common Mistakes <i>With Sharon Suh, Attorney – Associate Fisher Phillips</i></p> <p>Conducting effective workplace investigations following complaints and imposing disciplinary action can be a daunting task. Following best practices will not only save time and money, but can also improve the workplace and ensure employees feel comfortable and safe at work. Please join Fisher Phillips attorney Sharon Suh for this one-hour presentation on the common mistakes companies make in conducting workplace investigations and provide you with solutions to those challenges.</p>

	<p><i>A highly skilled and responsive employment litigator, Sharon Suh collaborates with business clients to achieve superior results in a variety of employment related disputes, including discrimination, harassment, retaliation, and wrongful termination claims. Before joining Fisher Phillips, Sharon practiced in the Charlotte office of a prominent regional law firm, where she advised clients in connection with employment law disputes, as well as those involving insurance coverage, personal injury, wrongful death, and product liability issues.</i></p>
<p>3:00 – 3:20 pm</p>  	<p>What Your AMI Membership Can Do for You and Your Marina With Rick Chapman CMM - AMI Board of Directors Vice Chair</p> <p>In this session, you will hear from AMI Board Member and Vice Chair Rick Chapman, who will discuss the benefits of your AMI membership, including access to training, free webinars, industry reports, conferences, and federal legislative advocacy. AMI is a nationwide marina and boatyard trade association with over 1000 business members. Join the network and capitalize on your member benefits.</p> <p><i>Rick Chapman is President of the Midwest Marina Association, and General Manager of the Port of Sunnyside Club in Stillwater Minnesota.</i></p>
<p>3:20 – 3:30 pm</p>	<p>Networking Break and Visit with Exhibitors</p>
<p>3:30 – 4:15 pm</p> <p>Choose a Breakout session</p>	<p>Networking and learning from fellow WMA members is a key component to belonging to the WMA. These breakout sessions will give you the opportunity to share and learn from fellow members.</p> <p>Social Media (facilitated by Ashley Fabry) – Using the best solutions for your audience – from TikTok to Instagram Reels we will discuss your social media challenges, tips, & tools that help make your message clearer & managing all the social media platforms easier. Bring your questions, success stories, & ideas to share!</p> <p>“Best of and What are You Doing” (facilitated by Jeff Holmes and Rich Larson) – Sharing Ideas and Solutions- What challenges are you facing in your marina today? An open discuss where ideas and solutions are shared.</p>
<p>4:15 – 5:15 pm</p>	<p>Introduction of Sponsors and Exhibitors Steve Linton CMM, Chair, Executive Director Wisconsin Marine Association</p>
<p>5:45 - 6:30 pm</p>	<p>Cocktail hour</p>
<p>6:30 – 8:30pm</p>  	<p>Discover Boating Unveils New Campaign – “See You Out There” Learn how you can make it work in your business. With Freya Olson, NMMA Director of Industry Relations</p> <p>First-time boat buyers accounted for 34 percent of boat sales in 2021, driving growth for the recreational boating industry. Themed “See you out here,” the new campaign addresses the changing interests of boaters and prospective boaters. Learn what marketing resources are available to you.</p> <p><i>Freya Olson is Director of Industry Relations for the National Marine Manufacturers Association. In her role, Freya oversees the funding, member engagement and stakeholder ROI of Discover Boating and travels to various events to help educate marine industry</i></p>

groups and distributors on the strategic vision and marketing tactics of the Discover Boating Campaign. Additionally, Freya serves on the Board of Directors of Sail America.

Wednesday November 30, 2022

8:00 – 8:30 am	Coffee and Networking w/ Exhibitors
<p data-bbox="110 407 354 443">8:30 – 10:00 am</p>  	<p data-bbox="409 407 1019 480">Keynote -- Attract and Keep Top Talent <i>With Valerie Ziebron President VRZ Consulting</i></p> <p data-bbox="409 522 1524 625">The growth and success of your business is tied directly to your ability to find and keep great workers. Valerie has done extensive research on what is working for marine stores of all sizes and this workshop is loaded with best practice ‘golden nuggets’.</p> <p data-bbox="409 632 883 659">In this content-rich session you will get:</p> <ul data-bbox="409 665 1524 873" style="list-style-type: none"> * The top ten reasons why great workers QUIT! (it isn’t pay!) * Ways to find and grow marine workers (including the #1 way to find them, recruiting tools and internet recruiting tips) * What top techs tell us they are looking for in a marine shop (Still isn’t money!) * How to keep your current workers loyal to your business * And much more... <p data-bbox="409 915 1524 1123"><i>Valerie Ziebron is a leading marine industry expert and top-rated speaker. She has delivered thousands of presentations for dealerships, OEMs, marinas and trade associations to help service and parts departments ‘flip the switch’ from reactive to proactive business practices. She started VRZ Consulting in 1989 and has delivered more than 10,000 presentations domestically and internationally. Her work with hundreds of clients have helped increase customer loyalty and profitability along with job enjoyment.</i></p> <p data-bbox="409 1129 1524 1192"><i>Her clients have included: Chrysler, General Motors, Yamaha Motor Company, Boat Industry Magazine, Shelby American Collection, Eastman Kodak, IPIX and many others.</i></p>
10:00 – 10:15 am	Networking and Break with Exhibitors
<p data-bbox="110 1337 354 1373">10:15 – 10:30 am</p>  	<p data-bbox="409 1337 1446 1411">Legislative and Regulatory Updates for the Great Lakes <i>With Jill Sims – NMMA Senior Manager of Great Lakes Policy and Engagement</i></p> <p data-bbox="409 1461 1524 1564">Jill will provide insight into the developing political landscape across the recreational boating industry. Her insights will include the association's work on boating access, infrastructure, conservation and environmental concerns and the outdoor recreation economy.</p> <p data-bbox="409 1606 1524 1738"><i>Jill Sims serves as the Senior Manager of Great Lakes Policy and Engagement for the National Marine Manufacturers Association (NMMA). Jill is the liaison between boat, engine and marine accessories manufacturers and elected or appointed officials, advocating for boating industry priorities.</i></p>
10:30 – 11:30am	<p data-bbox="409 1787 1354 1860">Digital Recruiting: A Formula that Works for Small Businesses <i>With Ashley Fabry, owner of Ashley Rose Branding, LLC</i></p> <p data-bbox="409 1902 870 1929">During this presentation you will learn:</p> <ul data-bbox="456 1936 1214 1971" style="list-style-type: none"> • What online platforms are available to assist with recruiting



- How to effectively market to candidates
- How to hold effective digital and in-person interviews; AND make your job offer stand out
- Experiencing high employee turnover? Improving your retention & creating a positive work environment
- And more!

Ashley Fabry has over 10 years of experience in digital community management including recruiting, hiring, and branding. She has worked with companies of all sizes to create plans and implement effective tools for recruiting, hiring, and retention. After working in the corporate world for nearly a decade, Ashley founded her own company to help small businesses create strategic marketing plans & tools that work for them. Her clients include manufacturers, tech companies, marinas, finance professionals, & other various industries.

11:45 – 1:30 pm



Luncheon and Presentations

Update Your Playbook for 2023

With Valerie Ziebron with VRZ Consulting

The last couple years have turned “business as usual” on its head. What has the impact been on your business and how can you best plan for your most successful future?

In this presentation, Valerie Ziebron will share insights collected from over 1,000 marine professionals over the last couple of years. We will look at:

- What puts you in the best position to meet current challenges
- Ways to improve organization, communication, and efficiency
- Actions that need to be prioritized
- And more!

“If you don’t know where you’re going, any road will get you there!”

Make a solid plan for yourself, for your team, and for your business on where you want to go in 2023. Don’t miss this wrap up presentation at our Wausau conference!

Presentation on 2022 WI New Clean Marina’s and Recertification’s

Theresa Qualls, Wisconsin Clean Marina Program

