

2023

Wisconsin Marine Association Fall Conference

November 28 and 29, 2023
Rothschild, WI - Holiday Inn



Register Now

Register at wisconsinmarine.org/wma-events



Schedule

The 2023 Annual Wisconsin Marine Association Fall Conference will be one of our best yet. Featuring speakers and insights from leading industry and subject matter experts. We look forward to bringing together marine industry experts, marinas, corporate partners and more to move Wisconsin boating forward!

Monday, November 27

Time:	Topic:	Location:
6:30pm	WMA Board Meeting w/ meal	Eagles Nest

Tuesday, November 28

9:30am - 10:00am	WMA Conference Registration	Conference Lobby
10:00am-11:15am	Clean Marina Workshop	Imperial I
10:30am-11:30am	WMA Conference Registration	Conference Lobby
11:30am-12:00pm	Conference Opening Lunch	Imperial II
12:00pm-1:15pm	Improving Your Business Through Culture Key Note - Bill Yeargin - Correct Craft	Imperial II
1:15pm-1:30pm	Networking and Break w/ Exhibitors	Imperial I
1:30pm-2:30pm	Marina Contracts - How Does Your Stackup Vince C. Reuter - Eckland & Blando	Imperial I
2:30pm-2:45pm	Networking and Break w/ Exhibitors	Imperial I
2:45pm-3:45pm	Networking for New Hires - Sarah Devlin American Boat and Yacht Council	Imperial I
3:45pm-4:00pm	Networking and Break w/ Exhibitors	Imperial I
4:00pm-4:20pm	Legislative and Regulatory Updates for the Great Lakes - Jesse McArdell - National Marine Manufacturers Association	Imperial I
4:20pm-4:40pm	What's Happening at AMI - Eric Kretsch U.S. Legislative Coordinator - AMI	Imperial I
4:40pm-5:15pm	Presentations from Corporate Partners	Imperial I
6:00pm-8:30pm	Pizza Bar + Cash Bar • Hot Topics Affecting Marina's - Eric Kretsch • RoundTable Sharing Exercises - Steve Linton • Town Hall w/WMA Board - Planning the Future of the WMA	Imperial II

Wednesday, November 29

Time:	Topic:	Location:
7:30am-8:00am	Breakfast	Imperial II
8:00am-8:45am	Details Make Perfection, and Perfection is not a Detail - Breakfast Speaker - Robert Smith - Fisher Phillips	Imperial II
8:45am-9:30am	Networking and Break w/ Exhibitors	Imperial I
9:30am-10:15am	Marina Insurance - What and How Much Do I Need? Phil Begeman - Underwriter w/ Harbor Risk	Imperial I
10:15am-10:30am	Networking and Break w/ Exhibitors	Imperial I
10:30am-11:45am	Marina and Boat Yard Fires - Prevention, Mitigation and Response and Fuel Dock Safety - Dan Rutherford - One80 Intermediaries	Imperial I
11:45am-12:30pm	Panel Discussion - Robert Smith Moderator Marina Managers who have had claims or marina fires will tell their stories - Michelle Schrider, Rick Chapman and Jeff Holmes	Imperial I
12:30pm	Drawing For Door Prizes and Wrap Up	
12:45pm	Conference Concludes	



Speakers

Keynote



Bill Yeargin

President/CEO
Correct Craft

During its meeting at the Discover Boating Miami International Boat Show, the NMMA board of directors unanimously voted to elect Bill Yeargin, President and CEO of Correct Craft, as NMMA's new Chair. Prior to his appointment to Chair, Yeargin was NMMA vice chair. He has served on the NMMA board of directors for more than a decade.

As CEO of Correct Craft, a 98-year-old company with global operations that include eight boat brands, four engine brands, three water sports parks, a company focused on vertical integrations, and another entity devoted to innovation, Yeargin leads with a unique culture of "Making Life Better".

A passionate lifelong learner, Yeargin has earned a bachelor's degree in Accounting and an MBA. He has also completed post-graduate studies at Harvard, Stanford, Villanova University, Wharton, and the Massachusetts Institute of Technology (MIT). He is a Certified Public Accountant,

Certified Lean Six Sigma Black Belt, and is certified in both Myers Briggs Type Indicator (MBTI) and DISC.

In addition to NMMA, Yeargin serves on the boards for Florida Council of 100, and the Florida Chamber of Commerce. Yeargin has served both the Obama and Trump administrations on cabinet-level advisory councils and actively represents the industry on national and state issues. He was appointed by Florida's Governor to serve on the board of the University of Central Florida. He is a prolific writer, having been published hundreds of times and authored five books, including the best-seller "Education of a CEO".

His presentation will center around the Correct Craft culture, things we have learned growing over 25 times over the past 15 years. As part of the presentation, Correct Craft will provide each attendee two books. The first is "Making Life Better: The Correct Craft Story" and the second is "Education of a CEO: Lessons for Leaders;" authored by Bill Yeargin.



Phil Begeman

Underwriter
Harbor Risk

Phil has been a commercial insurance underwriter since 1980, and marine underwriter since 2001, working with Hanover Insurance to initiate the Harbor Risk underwriting unit which underwrites marinas, boat dealers and yacht clubs. Adding to his 43 years of insurance experience, he has designations in Risk Management and Loss Control Management.

Phil will share his expertise on insurance including liability and property coverage.

Liability:

- Slip & falls (uneven walking surfaces, etc.)
- Marina owners legal liability (damage to customers' boats and motors)

Property:

- Damages to docks due to wind/waves and fire
- Damages arising from wind/hail, including from trees falling on boats or structures
- Backup of sewers and drains (yacht clubs and marinas are usually at the lowest elevation in the area)



Vince Reuter

Maritime Attorney
Partner at Eckland & Blando

Vince C. Reuter represents clients in areas of admiralty and maritime law, commercial litigation, and government contracts. A significant aspect of Vince's practice is admiralty and maritime law. As a Proctor in Admiralty, Vince defends clients with issues involving collisions, the Jones Act, and other marine casualties. Vince has deep knowledge and experience with the unique statutes and procedural rules within admiralty and maritime law. This includes the Limitation of Liability Act, the Carriage of Goods by Sea Act, and enforcing these and

other maritime rights under the supplemental rules for admiralty. Vince is a frequent speaker and writer on issues involving admiralty and maritime law. Vince is an WMA member.

Vince will present on the best practices for drafting marina contracts in the modern age. His presentation will include examples of marina lease and storage contracts, providing insight into common problems and misconceptions. Vince will try to help cut through the legalese and demonstrate what really matters for protecting Wisconsin marina owners.



Daniel Rutherford

Director of Claims and Risk Management
One80 Intermediaries, Marine Division

Mr. Rutherford is Director of Claims and Risk Management for One80 Intermediaries, Marine Division. One80 Marine is a specialty marine insurance program company with over 25 years of in-house underwriting experience. One80 Marine's core business segments include Recreational Marine, Inland Marine, Ocean Marine, and Private Client Services. He is based out of the Manchester, NH office.

Dan has been engaged in the business of marine claims investigation and adjusting since 1982. He was President and Principal Investigator of Ocean Marine Specialties, Inc., a Marine Claims Investigation and Loss Control firm based out of Cape May, NJ. He is a New Hampshire State Police licensed Private Investigator and Ocean Marine Adjuster and holds the designation of Certified Marine Investigator awarded by the International Association of Marine Investigators. He has handled over 10,000 field assignments and recovered over twenty million dollars (\$22,000,000.00) in stolen vessels and property for over 30 marine underwriters (he stopped counting years ago). He holds a resident adjuster's license in New Hampshire and non-resident licenses throughout the United States.

Dan is a recognized expert in Marine Investigation, Marine Accident

Reconstruction, Vessel Identification, Marine Surveying, Vessel Valuation and Marine Related Forensic Evidence Collection and has been qualified through the federal court level. He is a three-time recipient of the "IAMI Investigator of the Year Award". His case file experience includes several high-profile criminal theft and fraud cases, marine vessel accident reconstruction cases, fire origin and cause investigation as well as commercial and private lines marine claims investigation. For over 25 years, he served on the BOAT/U.S. Catastrophe team as one of the senior members handling first response and salvage operations. He has been dispatched to 24 hurricane zones and has spent well over 1,000 days on hurricane field assignments.

Dan's teaching and lecturing engagements include the American Boat and Yacht Council (ABYC), International Boat Builders Exhibition (IBEX), Docks Expo, and the International Association of Marine Investigators (IAMI) where he also served on the IAMI Executive Board and is CMI Committee Chairman Emeritus. In addition to his marine related activities, while residing in NJ, he served with the New Jersey State Police, Department of Homeland Security as an Emergency Management Coordinator.

Dan and his wife Dianne now reside in Hillsborough, NH.



Jesse McArdell

National Marine Manufacturers Association (NMMA)
Midwest and Northeast State Policy and Engagement Manager

I'm originally from the southwest twin cities metro region, specifically Shakopee Minnesota. I'm a lifelong outdoorsman with an innate passion for boating. I graduated from Shakopee High School in 2014, and attended Southwest Minnesota State University (Marshall MN), graduating in 2018 with a Bachelor of Science Degree in Political Science and History. I worked for congressman Jason Lewis (Minnesota's Second Congressional District) from January—November of 2018. I then worked for the Scott County Board of Commissioners until December 2019 when I accepted a position with the Minnesota Senate Republican Caucus. I worked as a Committee Administrator for the Environment Finance Committee in the Senate the past few years, which gave me an

opportunity to get well acquainted with the political process and a wide range of environmental policy issues. I'm excited to assume the position of Midwest/Northeast Policy and Engagement Manager for NMMA! If I can ever be of assistance to any member of the Wisconsin Marine Association, please contact me directly at Jmcardell@nmma.org or 952-843-8302.

Midwest Regional Legislative Update

The update will primarily consist of a policy update pertaining to Wisconsin and the greater Midwest region. Jesse will explain who NMMA is and what they do. Additionally, he will share more insights about the work NMMA has been doing for the industry at the federal level in D.C.



Eric Kretsch

US Legislative Coordinator
Association of Marina Industries

Eric Kretsch is the US Legislative Coordinator for the Association of Marina Industries (AMI) located in Warren, RI. He has held this position since September 2016 and primarily works with industry partners on AMI's Legislative priorities in Washington DC. Eric is currently the manager of AMI's new Clean and Resilient Marina Program, which includes a training course leading to a professional certification.

Eric also coordinates AMI's economic data collection, analysis, and reporting, including the recent Marina Economic Impact Study, Marina Economic Outlook Survey, and Industry Financial Benchmark Report. He also coordinates AMI's online webinar training catalog.



Sarah Devlin

Accreditation Director
ABYC Foundation

Sarah Devlin is the Accreditation Director for the American Boat & Yacht Council Foundation, where she is responsible for the Marine Trades Accreditation Program. In that role, she reviews Marine Service Technician curriculum, visits schools, and works with industry to open the lines of communication between educators and businesses in the marine trades. During her 25+ years in the marine industry, Devlin managed content for the International Marina & Boatyard Conference (now the AMI Conference); developed content for the Commercial Marine Expo; and directed Communications & Marketing for The Landing School. In addition, she served as Education Director for the International BoatBuilders' Exhibition and Conference (IBEX) from 2016 to 2020. Devlin launched her career as Associate Editor of Professional BoatBuilder magazine and is the former North American Correspondent for Marina World magazine. Her articles have appeared in Boating Industry; Soundings Trade Only; WoodenBoat; Maine Boats, Homes & Harbors; and Maine magazine, as well as local trade publications.

Creating Your Employee Pipeline

In a test study for the US Department of Labor, employers cited working with schools as a proven tactic for satisfying their hiring needs. Technical marine service training has gained a foothold in many schools around the country, which is no surprise when you consider the recreational boating industry has a \$230 billion annual economic impact in the United States—with an \$8.4 billion annual economic impact in Wisconsin alone. Over the past year, ABYC has been visiting schools with marine service programs as well as schools looking to incorporate the training into their existing curriculum. Join this session to discuss ways to cultivate relationships with local schools and administrators to create your own work force pipeline.





Robert Smith

Safety Consultant
Fisher Phillips Workplace Safety

Robert Smith, a Safety Professional (CSP) and Safety Consultant in the Fisher Phillips Workplace Safety practice group, brings valuable skills to any organization looking to enhance its safety compliance.

An experienced safety professional with a diverse background across manufacturing operations, management, business development, regulatory compliance, employee training and personnel development, Robert works with small to large companies to develop and deliver employee training, perform site safety audits, and leverage technology to improve safety cultures. He has significant experience working with clients in the

construction, marine, healthcare, automotive, manufacturing, and heavy industrial industries. Robert's familiarity with OSHA regulations, coupled with a results-oriented approach to safety program management, helps him directly contribute to our clients' success.

Robert earned his Bachelor's Degree in Business Administration with a concentration in Human Resources and Personnel Development from Virginia Wesleyan University. He also earned a Master's Degree in Occupational Safety and Health from Columbia Southern University and is an OSHA-Authorized Outreach Trainer.





Clean Marina Workshop

Join us for exciting Clean Marina topics and technical assistance! This year's workshop will focus on boat washing at marinas, becoming a Travel Green partner and Q & A with the U.S. Coast Guard.



Agenda:

Clean Marina Program Welcome and Updates

Theresa Qualls - Wisconsin Clean Marina Program

Boat Washing 101

Theresa Qualls - Wisconsin Clean Marina Program, UW-Oshkosh

An overview of boat washing permit requirements, different boat washing methods and aquatic invasive species removal stations.

Becoming a Travel Green Partner

Jeff Anderson - Travel Wisconsin

Learn about how to become a Travel Green partner and get updates on Travel Wisconsin's statewide marketing strategy. Including the resources available to businesses and communities to inspire visitors to discover the unexpected across the state.

Updates from the U.S. Coast Guard (tentative)

The USCG will be on hand to provide updates and answer any questions you have!



Theresa Qualls

Wisconsin Clean Marina Program Coordinator

Theresa is the Wisconsin Clean Marina Program Coordinator with the University of Wisconsin Sea Grant and has been in this role since 2018. As the program coordinator, Theresa is responsible for certifying and

re-certifying clean marinas throughout the state as well as recruiting pledged marinas to the program. In addition, she provides guidance, technical assistance and training to marina operators and managers.



Jeff Anderson

Travel Wisconsin

Jeff joined the team at Travel Wisconsin in 2014 and has over a decade of experience in tourism promotion and tourism development. In his role, he works with destinations throughout north central and northeastern Wisconsin providing industry expertise and access to partnerships and resources through Travel Wisconsin. Prior to his current role, he served as a tourism

director for Wisconsin destination where he worked with local business owners and community leaders to re-envision their brand image and create effective marketing. He graduated from the University of Wisconsin Stevens Point with a bachelor's degree in business administration and a minor in forest recreation.



2023 WMA Fall Conference

Sponsorship Packages

Package A: \$250* Limited to 16 Exhibitors (WMA Corporate Members Have First Priority)

- Exhibitor Table inside meeting hall to distribute marketing materials
- Access to Attendee Contact List
- Ability to Introduce company/product during special conference session

*All exhibitors must also register for conference

Package B: \$500 Exhibitor with Break Sponsorships (limit 2)

- All benefits of Package A plus special recognition in printed materials and signage

Package C: \$600 Exhibitor with Breakfast Sponsorship (limit 2)

- All benefits of Package A plus special recognition in printed materials and signage and the opportunity to show a marketing video at the breakfast (up to 90 seconds in length).

Package D: \$1,250 Exhibitor with Banquet Sponsorship (limit 1)

- All benefits of Package A plus special recognition in printed materials and signage and the opportunity to show a marketing video at the banquet (up to 3 minutes in length).

Special Program Sponsorships \$1,500 (limit 4)

- Program Sponsorships are unique as they are available to both member and non-WMA members and the Sponsor does not have to be in attendance.
- Special recognition in printed materials and signage
- If not attending - Sponsorship Marketing table will be available to display marketing materials you provide
- Access to Attendee Contact List

Conference Registration Fees

Every attendee must be registered for the conference including Exhibitors and Sponsors

- WMA Members \$225 Early Bird – Prior to November 1, 2023
- WMA Members \$250 after November 1, 2023
- WMA Non-Members \$275

Register at: wisconsinmarine.org/wma-events

Hotel Booking Information:

Link for booking:

<https://www.ihg.com/holidayinn/hotels/us/en/Rothschild/wauwi/hoteldetail>

Holiday Inn and Suites

1000 Imperial Ave

Rothschild (Wausau) WI 54474

715-355-1111

Room Block Rate - \$114 plus tax

Standard double queen

Book by 10/28 - Block Code WMA

Why Become a WMA Member?

The WMA is always looking to grow and add more knowledgeable members to our organization. We are especially grateful for everything our marina community does for the state & boating. Here is what we offer you:

- 1** Annual WMA memberships include a full Association of Marina Industries (AMI) membership.
- 2** Networking with other marinas & industry partners to share ideas that can positively affect your bottom line.
- 3** Marketing and media coverage with WMA website, projects, press releases, promotions, social media, and more.
- 4** Information on important issues such as marine industry trends, dredging, lake levels, invasive species, Clean Marina Program, and new regulations.
- 5** Attend annual events including regional meetings and the WMA Fall Conference.

Our Mission

The WMA includes members of recreational boating facilities and marine businesses dedicated to the sharing of ideas, knowledge, and experience to improve, protect, and advance the interests of the marine industry in Wisconsin while acting as stewards of our freshwater resources.



wisconsinmarine.org

