

The Board of Directors of the  
**MAINE MARINE TRADES ASSOCIATION**

Cordially invites you to attend the

**2017 Annual Conference  
& Business Meeting**  
*Celebrating the 'Changing of the Guard'*



Wednesday | November 29, 2017  
Owls Head Transportation Museum | Owls Head, Maine  
8:30 am -4:00 pm

*Sponsored by*



*featuring a special message from  
Senator Susan Collins*

**Workshops | Trade Fair | Business Meeting | Networking**

## 2017 Annual Conference & Business Meeting

We hope you will join us for Maine's premier industry event and take advantage of this excellent opportunity to learn and network with your peers from around the state! This year we will celebrate the 'Changing of the Guard' as current Executive Director Susan Swanton hosts her last official event with MMTA and incoming Executive Director Stacey Keefer gets ready to take on her new role with the Association.

As always, the day will include the Products & Services Trade Fair, our annual business meeting, timely workshops, and time for you to network with your fellow members, workshop presenters and our sponsors and exhibitors.

Please be sure to get your registrations in right away – you won't want to miss this year's event and we don't want to miss seeing you in Owls Head!

### Conference Agenda

TIME	MAIN EXHIBIT AREA	Auditorium	Breakout Space #1	Breakout Space #2
8:30 – 9:00 am	Continental Breakfast TRADE FAIR Exhibits			
9:00 – 9:30	BUSINESS MEETING			
9:30 – 10:30	TRADE FAIR Exhibits NETWORKING			
10:45 – 11:45	TRADE FAIR Exhibits	Workshop	Workshop	Workshop
11:45 – 1:15 pm	LUNCH/Keynote/Awards TRADE FAIR Exhibits			
1:30– 2:30	TRADE FAIR Exhibits	Workshop	Workshop	Workshop
2:45 – 3:45	TRADE FAIR Exhibits	Workshop	Workshop	Workshop
4:00	TRADE FAIR Closed Election Results Posted			

# Workshops

## **Surviving the Compliance Visit – *Environmental*** *(this session will be repeated)*

You know it could happen to you! But are you ready? This session will help you understand how to survive an unannounced compliance inspection from DEP or EPA. We will discuss your rights, your best strategies when dealing with inspectors, how to prepare your employees, the documentation you will need to have and to deal with the inspector's report and any follow up meetings.

## **Surviving the Compliance Visit – *Worker Safety*** *(this session will be repeated)*

You know it could happen to you! But are you ready? This session will help you understand how to survive an unannounced compliance inspection from DOL/OSHA. We will discuss your rights, your best strategies when dealing with inspectors, how to prepare your employees, the documentation you will need to have and to deal with the inspector's report and any follow up meetings.

## **Move It – Don't Lose It!**

Do you move boats over the road or do deliveries by water? Do you send employees to other harbors or boat yards/marinas to work on customer boats? Have you ever wondered if you're missing the boat when it comes to protecting your company, your employees and yourself? This session will address:

- What insurance coverages you may need
- What to look for in your existing policies to ensure that you have appropriate coverages
- What your legal liabilities might be - especially when doing deliveries by water with the owner on board
- Dealing with 3<sup>rd</sup> party delivery companies (yacht transportation companies, sub-contracted captains, etc.)

## **Succession Planning**

You may be 'at that age' – looking forward to a life less hectic and demanding – but you have this business that you've built some equity in, how do you get at that much-desired return on investment? Our panel will address intergenerational transfers/sales, traditional acquisitions, and employee stock ownership plan (ESOP), including how far out should you begin to plan, what does each option require (legally/financially), what are the pitfalls/benefits, how do you value your business's real property, equipment, machinery vessels, vehicles (and what does/doesn't go with the sale), and non-compete clauses.

## **Making the Most of Your Marketing Dollar**

Do you have a web site or use social media to promote your business? Do you often feel like it's too expensive and totally confusing? Relax – this session will provide you with valuable information about:

- The most effective methods of digital marketing – and which make the most sense for your target audience
- What activities can be done efficiently in house and when it's time to call in a pro
- When working with a professional how you can ensure that communications are clear, services and what you need and expect, and that your investment provides maximum return

## **Ethics in the Marine Industry**

Questions regarding whether one's conduct is legal or illegal, complies with corporate policy or not, are very easy to answer – they can be looked up in a book. Questions regarding ethical conduct, whether one's behavior is "right or wrong" are not as easy to answer but just as important. In this talk, Dr. Schuhmann will introduce a practical 4-point model for ethical analysis, and then engage participants in a hands-on exercise developed at The Landing School to consider and analyze a marine industry-specific ethical case study.

## **Vacuum Infusion - Product and Process Development Using the New M.I.T.S System**

This discussion will start with an overview of what CERL has been up to including the new expanded capabilities, and then will focus on our development of the Mobile Infusion Technology System (MITS). Andy Schoenberg will discuss how this system came about, what the advantages are of this system for product and process development, and how this has allowed CERL to develop a comprehensive Standard Operating Procedure for repeatable composite manufacturing for extremely varied materials schedules and resin chemistries.

*Thanks to all our sponsors and exhibitors!*



*Platinum Sponsor*

**Hamilton Marine**

*Gold Sponsor/Exhibitor*

**AccuTech Marine Propeller, Inc.**

**Cabot 7 Technology and Analytics**

**Composites One**

**Liferaft Services**

**Maine Boats Homes & Harbors**

**Maine Island Trail Association**

**Martin Walter Company**

*Distributor for Marine Travelift and Brownell Trailers*

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*Bronze Sponsors*

**MAINE MARINE TRADES ASSOCIATION  
2017 Annual Conference & Business Meeting  
REGISTRATION FORM**

(All information must be provided to process your registration)

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone & E-mail: \_\_\_\_\_

**Please register the following individual(s) from our company:**

(Please list names as they should appear on badges)

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

\_\_\_\_\_ # Registrations @ \$85.00/person – MMTA Members = \$ \_\_\_\_\_

\_\_\_\_\_ # Registrations @ \$115.00/person - Non-members = \$ \_\_\_\_\_

**TOTAL Enclosed \$ \_\_\_\_\_**

Please make checks payable to **Maine Marine Trades Association** and mail to:

Maine Marine Trades Association

2 Main Street Bldg. 18 Suite 128

Biddeford, ME 04005

**Registrations must be received by Friday | Nov. 17, 2017**

**For ONLINE Registration – Please click [HERE!](#)**

*Please be sure to provide your company name and the names of attendees*