

**2007 Maine marine Trade Association Annual Conference
and
North Star Alliance Initiative Symposium
Nov. 27 & 28, 2007
Samoset Resort • Rockport, Maine**

WORKSHOP TOPICS

Tuesday • Nov. 27, 2007 • 11:15 am – 12:15 pm

**Marketing Success: Incorporate Marketing Into Your Everyday Business.
Get More By Doing Less. *Elaine Scott & David Vazdauskas***

It's tempting for small businesses to try to always do more – market to a broader audience offer more products and services and use more advertising. But the key to success is to do less – sometimes much less. By focusing on just the *right* customers, at the *right* time, with the *right* message, businesses will make sure they get the most bang for the buck with limited resources. This workshop will provide examples of why marketing focus works and how you can start focusing right away on the customer segments, messages and media that will bring you the most business. Your marketing budget is precious. This workshop will show you how to incorporate marketing into your business mindset everyday. By doing and spending less you will become *stronger* in the minds of your most valuable customers and allow your business to become more efficient and profitable.

Diesel Dilemmas: Preparing for low sulfur diesel fuel issues – *Panel*

The marine industry is now required by EPA to use low sulfur diesel that does not exceed 500 parts per million of sulfur, and is not required to reduce to the ultra low sulfur diesel (ULSD) of less than 15 parts per million until 2010. Since the EPA has already required the reduction for highway use, many suppliers are only offering the ULSD due to the greater demand. This panel will be available to discuss and answer questions in relation to ULSD and its effects on marine engines. Discussion will cover issues of diesel storage, treatment, lubricity, additives, effects on parts, and general pros and cons of currently available diesel fuel.

The Times They Are a Changin'! *Larry Kindberg*

This workshop will be tailored to middle to entry level management and staff that are on the front lines working with customers. Significant changes are taking place in business and how we must adapt to work with our customers in addressing their needs and concerns. With virtually any kind of information available on the internet, our customers are both more informed and many times misinformed. The discussion will focus on how to work with these "more informed" and many times more affluent customers.

BUSINESS ROUND TABLES

2:15 – 3:15 pm

Tuesday • Nov. 27, 2007 • 3:30 – 5:00

Junior Achievement: Overview and Volunteer Training – Christine Ellis

Junior Achievement inspires and prepares young people to succeed in a global economy. We provide economic, business, and financial literacy curriculum in grades K – 12 which are delivered by volunteers from the local community. It is a wonderful opportunity to share information about your business to students in the classroom in a fun, interactive way. During this workshop, participants will learn about Junior Achievement, and how the program works. We will share program material from the Our Region program designed for fourth graders and engage participants in a short but lively “classroom” activity.

Being a volunteer classroom teacher for JA is like going to a business meeting, except when you arrive you are greeted with cheers, your ideas are loved, and the students thank you with smiles and enthusiasm!! (This session will run from 3:30 – 4:30)

Time Is Money: Easy Business Planning – Meriby Sweet

If you know you want to get from Arundel to Zebulon, you can spend a lot of time guessing how to get there. It saves a lot of time if you've got a map. This session will provide you with a map of time-saving tactics for developing a business plan. This includes critical steps, potential targets and stress-less methods for putting the thing together. You'll go back to your business with tools you can use right away: worksheets, checklists, fill-ins and plug and play spreadsheets for projecting profits.

Workforce Woes – How To Be Proactive In Solving Workforce Needs – Panel

The marine and composite industries are already facing a workforce shortage crisis that will only get worse if proactive measures are not taken now. Managers, owners and HR staff should attend this workshop to learn how ALL our companies can work together to recruit and train workers and ‘stock the workforce pond.’ This is a very big issue, but there are some simple solutions that can start making a difference. Please come ready to learn and share some positive ideas.

Wednesday • Nov. 28, 2007 • 9:30 – 10:30 am

Making the Web Work For YOU – Jamie Bloomquist

This workshop will help you understand **How to set up a new website** (domain names, web hosting, search engines, site design); **How to improve an existing site—without breaking the bank** (Improve photo quality; do a better job of explaining what your

business does; think, “what does a web surfer look for when they come to my site?”...and HOW TO GIVE IT TO THEM; cost-effective (i.e. inexpensive) strategies for site improvement) and **How to market and promote your site** (Getting out the “Good Word” about who you are and what you do; optimizing your site’s results on search engines; how to get more business from your site)

The 21st Century Composites Shop – An Efficient Way to Boost Your Bottom Line – Andre Cocquyt

The goal of any boat builder and other composites manufacturer is to end the business year on a positive note, or more precisely, have a positive bottom line and money in the bank. But with rising oil prices, cost of labor and lack of skilled personnel that is not getting any easier. Shop and number of employees are not primary factors in achieving a positive result: some shops do quite well without working excessive hours and without scrambling to resolve customer issues. Other shops seem in a perpetual cycle of chasing problems. What’s the secret for success? There isn't one. It all comes down to time and resource management, being proactive instead of reactive, and avoiding the "should have/could have" traps.

In this seminar we will be looking at five key ingredients to have a well functioning, profitable shop: apply principles of lean manufacturing, be innovative, leverage the talent of your people without burning them out, use your real estate in an optimized fashion, and protect your main capital investments. But rest assured, there will be no vague general principles, this will be shop talk by a speaker who ran his own shop through good and bad days, and has spent most of the last ten years helping companies do better and become more profitable while creating a better work place. *Session continues from 10:45 – 11:45*

Essentials of Exporting – Janine Bisallion-Cary & Steve Franck

This session will help participants understand the basics of developing a market plan including identifying markets, customers and competitors, dealing with duties and taxes, using trade shows and missions to discover markets and available US government services. Also included in the presentation will be such important issues as how to conduct business abroad, international shipping and logistics and key components to selling successfully overseas.

Wednesday • Nov. 28, 2007 • 10:45 – 11:45 am

The 21st Century Composites Shop – An Efficient Way to Boost Your Bottom Line – Andre Cocquyt

Continuation of first session

DIVERSIFY OR DIE? COULD YOU, SHOULD YOU, WOULD YOU DIVERSIFY YOUR BUSINESS: A DIALOGUE - Steve Von Vogt

This session will be a dialogue and discussion on diversifying your business activities all around the edges of what you do now. A case study will be presented on an a company that operates in a number of industries that appear to be unrelated but are in fact related to core competencies developed in a traditional marine setting. The group will then discuss strategies for diversification. The session will be structured as a dialogue.

Achieving Compliance with Environmental Regulations - Bill Taylor

This workshop will provide a summary of environmental laws applicable to the marine trades as well as emerging issues that will affect these enterprises. The workshop will also offer practical suggestions for integrating environmental compliance efforts into your operation and management structures.

BUSINESS ROUND TABLES 1:45 – 2:45 pm

Wednesday • Nov. 28, 2007 • 3:00 – 4:00 pm

Lean for Marine: Workplace Organization - the 5S Model – Jayne Riley & Larry Robinson

Ever have to apply overtime to crank out an order? As a growing business, you may have already gone as far as you can with your production capacity. Learning about lean manufacturing principles will help you think through your production process and learn ways to create a smoother operation with increased capacity. This session will review the fundamental element of lean manufacturing, **5S - Workplace Organization**. Benefits include fewer accidents, improved efficiency, reduced searching time, a visual workplace and a solid foundation for continual improvement. You do not have to be a manufacturer to attend this session – many lean principles can be appropriate for your business!

Mid-coast Safety & Environmental Co-op Meeting

Several years ago a small group of compliance officers from area boatyards started to talk amongst themselves about common issues related to safety and environmental compliance. The group quickly grew and now meets monthly to share “war stories” and best practices. They have also pooled their resources by creating a buyers group for such services as waste hauling. This session is open **to members of industry ONLY!** You will be able to take part in a regular monthly meeting and hear how the co-op has been able to sustain itself without benefit of funding or a formal structure.

NSAI Capitalization Pillar – Monthly Meeting

This will be a working session and will serve as the regularly scheduled monthly meeting of the Cap Pillar. Others who are interested in the activities of the Pillar are welcome to attend.

About the Business Round Tables

These sessions are intended to be “conversations”, rather than lectures. The conversation at each table will be facilitated by a person(s) who is experienced in their table topic. Everyone is invited to share their own perspective, questions and concerns.

Business Planning – Are You Ready? Formal business planning may still be a foreign concept for many of us - especially if the company has been around for a while and is doing well. But in the new marketplace the need for formal planning is becoming more apparent, written plans are almost always required by lending institutions these days and in general planning is proving to be a wise move. If you have questions about business planning, have a business plan success story to share - or a sad story you'd like your peers to avoid please join us for this conversation. *Meriby Sweet (T) & Lee Cheever (W)*

Creating Employee Advancement Within Small Companies Do you have employees in your company who have done the same tasks for the past ten years? Do you have concerns about retaining new hires who see no where to advance in their career? Have you thought about shifting responsibilities or cross-training within your workforce? Please join our discussion to explore some creative ways to offer employee advancement, even within a small company. *Stacey Palmer & Paul Williamson (T & W)*

CTE's & You! What's a CTE – a Career & Technical Education Center – a secondary educational institution that in addition to typical high school academics helps prepare young people for careers in industries like ours. Where you “you” fit in? Perhaps in a lot of places – as adjunct faculty, as a host for a site visit, as a partner in creating meaningful curriculum, as a donor or materials, etc. This table will give you an opportunity to talk with three CTE instructors from around the state who are working with our future workforce. We hope you will take this opportunity to talk to them about what kinds of skills you need new workers to have as they begin their careers. *John MacDonald, Cindy Cygan, Jason Perkins (W ONLY)*

Environmental Best Practices What are some of the common and perhaps not so common compliance failures in boatyards, marinas and boatbuilding operations? This table will tackle the tough stuff and help you determine what you can do to “clean up your act”. *Pam Parker (T & W)*

Maine Registered Apprenticeship Program Apprenticeship – the quintessential on the job training program. This table will focus on the basics of how apprenticeship works and the promising opportunities of engaging “Pre-Apprentices” from your local high schools. If your company is considering registering apprentices or if your company has registered apprentices we hope you will join us for this timely conversation. *Gene Ellis (T & W)*

Marine Diesel Curriculum Development Six new marine mechanical courses are being proposed at Eastern Maine Community College (EMCC): Introduction to Marine Engines, Marine Engine Advanced Trouble Shooting and Adjusting, Marine Engine Rebuilding, Marine Engines Electrical/Electronic Systems, Marine Engine Diesel/Gas Fuel Systems, and Marine Engine Preventative Maintenance. In order to best meet the needs of industry EMCC is reaching out to you to help develop the curriculum. Don't miss the opportunity to offer your input and guidance! *Gene Fadrigan (T ONLY)*

Workplace Safety – It's Not Just For Workers Anymore Do you still have customers doing their own work in your yard, or sub-contractors working in your facility, are you just worried about customers walking through your shop? If so this table will explore the most common safety/health exposures for non-employees with a goal of creating a one-page document that can be posted or distributed to customers and sub-contractors in an effort to keep your workplace safe for everyone. *Jane Garland & Dave Wacker (T & W)*

The Times They are a Changin' Are you dealing with a different kind of customer these days – one that is more or better informed, one that is far more affluent than your customers have been in the past? If you find this situation to be more challenging then you'd like consider being a part of this conversation. A case study will be presented – participants are also encouraged to present their own case studies. *Larry Kindberg (T & W)*

Training - Culture Shock or Culture Change We all know that jobs in our industry require a significant investment in training beginning before the first time clock is ever punched and continuing throughout a career. But what many of us haven't been able to figure out is how to make the necessary lifelong learning effective, affordable and achievable. This table will discuss how to have company-wide buy-in for training, creative ways to fund training so that neither the boss nor the employee bears the entire burden and how busy hardworking people can fit training into their lives. *Barry Acker (T & W)*

Women – Our New Workforce? Have you noticed that women make up slightly more than half our population in the US – but that number is not reflected in our workforce? Join this candid conversation if you are thinking that it may be time to start actively recruiting women, have had an experience – good or bad – with women in your workplace or would just like to know more about how women can be integrated into a predominantly male workplace in a way that can help everyone win. *Peaches Bass (W ONLY)*