

News Release



FOR IMMEDIATE RELEASE

Contact: Melissa Danko

mdanko@mtanj.org

Marine Trades Association of New Jersey Ready to “Ramp Up For Success” at Conference and Expo on March 12th

Manasquan, NJ: The Marine Trades Association of New Jersey will host its biennial Conference and Expo on Thursday, March 12th at the Woodlake Country Club in Lakewood, NJ. The one day educational event is organized specifically for marine businesses owners, operators, employees and anyone involved in recreational boating in New Jersey. The conference traditionally covers a broad range of subjects designed to help participants grow their boating and marine related businesses.

According to Melissa Danko, MTA/NJ Executive Director, holding the event every two years helps the organization assess and prioritize the most current and important issues and topics to include on the agenda. “The conference features informative presentations and interactive sessions and offers New Jersey marine businesses a great opportunity to hear from a diverse group of speakers. At the end of the day, attendees take away helpful tips and important information that can be applied to their businesses operations.”

Danko noted that the MTA/NJ has again arranged for a number of help desks to be set up during the conference. Participants can bring questions and plans to meet with representatives from state agencies and other organizations for assistance with permits, applications, grant funding and other marine industry programs.

The event will kick off with an opening State of the Industry Presentation from Thom Dammrich, President, National Marine Manufacturers Association (NMMA) and Matt Gruhn, President, Marine Retailers Association of the Americas (MRAA).

The morning agenda will cover Legal Matters; *Cybersecurity, Business Transactions, and Related Insurance Coverage Issues*, presented by Carmelo “Tony” Torraca, Esq., and *Compliance Issues Facing Employers in 2015* presented by Stephanie Farrell, Esq. both with Cooper Levenson, Attorneys At Law.

Technology Today will tackle how to *Increase Your SEO Through Social Media* Presented by Lauren de Vlaming, Social Media Manager with Dominion Marine. Following lunch, the afternoon will begin with *Five Key Financial Indicators for Marine Retailers* presented by presented by Rob Campbell, The Mironov Group, LLC and then continue with the 2015 State Slate. The Slate will cover *An Update on the Multi-year State Channel Dredging Program; A Comprehensive Update on the Status of Recently Adopted and Pending Coastal Rule Changes Impacting the Boating Industry; Changes in the National Flood Insurance Program and How They Affect Marina’s and Boat Dealers in New Jersey* and a *Small Business Legislation Update*.

The Conference will wrap up with a Q & A Open Session where participants will have the opportunity to discuss and exchange information and ideas on the most pressing issues facing their businesses today.

Conference and Expo Power Sponsors are: Balan Marketing Communications; Comstock Yacht Sales and Marina; Cooper Levenson; FastSigns; John B. Wright Insurance; Pettitt Marine Paint; Progressive Insurance Atlantic City Boat Show/NMMA; Statewide Marine Services, LLC; and Travelers Ocean Insurance. Supporting Sponsors include CWR Electronics, McCarthy's Marine Sales, Morrison's Beach Haven Marina, Schooner Island Marina, and Van Dalen Brower, LLC.

Registration is still open and the cost to attend is \$115 for MTA/NJ members and \$195 for Non-Members. Sponsorship opportunities are still available. For more information about the conference or to register to attend, contact the MTA/NJ Office at (732) 292-1051; info@mtanj.org or visit <http://www.mtanj.org/conference.html>.

About the MTA/NJ

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972, is a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve. The MTA/NJ produces two boat shows, the Jersey Shore Boat Sale & Expo held in September at FirstEnergy Park in Lakewood and the New Jersey Boat Sale & Expo held in February at the New Jersey Convention & Expo Center in Edison. In addition, the MTA/NJ proudly endorses the Progressive Insurance Atlantic City Boat Show held in February.

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