

News Release



FOR IMMEDIATE RELEASE

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“New Year. New Plans. New Opportunities” at the 2017 MTA/NJ Conference and Expo

Manasquan, NJ - The Marine Trades Association of New Jersey will host its biennial Conference and Expo on Thursday, March 16th at Eagle Ridge Golf Club in Lakewood, NJ. The one day educational event is organized for marine business owners, operators, employees, and anyone involved in the recreational boating industry in New Jersey. The conference covers a broad range of subjects designed to deliver the information and tools needed for business growth and success.

According to Melissa Danko, MTA/NJ Executive Director, holding the event every two years helps the organization assess and prioritize the most critical issues and current topics to include on the agenda. “The conference features informative and interactive sessions and speakers offering New Jersey marine businesses a unique educational opportunity that is geared specifically toward their businesses. At the end of the day, attendees will walk away with specific tips and helpful formation that can be immediately applied to their businesses operations.”

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

The event will kick off with an opening State of the Industry Presentation from Carl Blackwell, CMO & SVP Marketing & Communications, National Marine Manufacturers Association (NMMA) and Matt Gruhn, President, Marine Retailers Association of the Americas (MRAA).

The morning agenda will cover Legal Matters; *Negligent Security Claims*, presented by Carmelo “Tony” Torraca, Esq., and *Business Disputes and Litigation: Don’t Wait for a Crisis*, presented by Kevin J. Thornton, Esq. both with Cooper Levenson, Attorneys at Law.

The Business Growth segment will feature *Six Essential Elements to Entrepreneurial Business Growth – Making Your Business Exceptional* presented by Chris Ruisi, Author, Business Speaker and Leadership Coach.

Following lunch, Technology Today will tackle *Digital Marketing Trends & How to Leverage Them*, presented by Bill Wagner, Director of Product Marketing at ARI Network Services. The afternoon will continue with the 2017 State Slate. The Slate will cover a *Regulatory Update: An Overview of Recent Regulatory Changes*,

presented by Ray Cantor, DEP Chief Advisor, and *Dredged Material Management – The Key to Navigable Waterways*, presented by Genevieve Clifton, Manager, DOT Office of Maritime Resources.

The presentations continue with *Marine Business Safety Basics*, presented by Robert Smith, ASHM, Marine Safety Specialist at MYMIC. Immediately following is *Dealing with a Fisheries Management Crisis: Industry Opportunities to be Heard by the New Trump Administration and Congress*, presented by Jim Donofrio, Executive Director, Recreational Fishing Alliance.

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 ACT Engineers, Inc. and Pettit Marine Paint. Supporting Sponsors include Anderson Insurance Agency, HydroHoist-Hypower, Marinas United, Octopus Yachts: Marine Electrical Systems, and Trident Environmental

Registration is open and the cost to attend is \$120 for MTA/NJ members and \$200 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.

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