

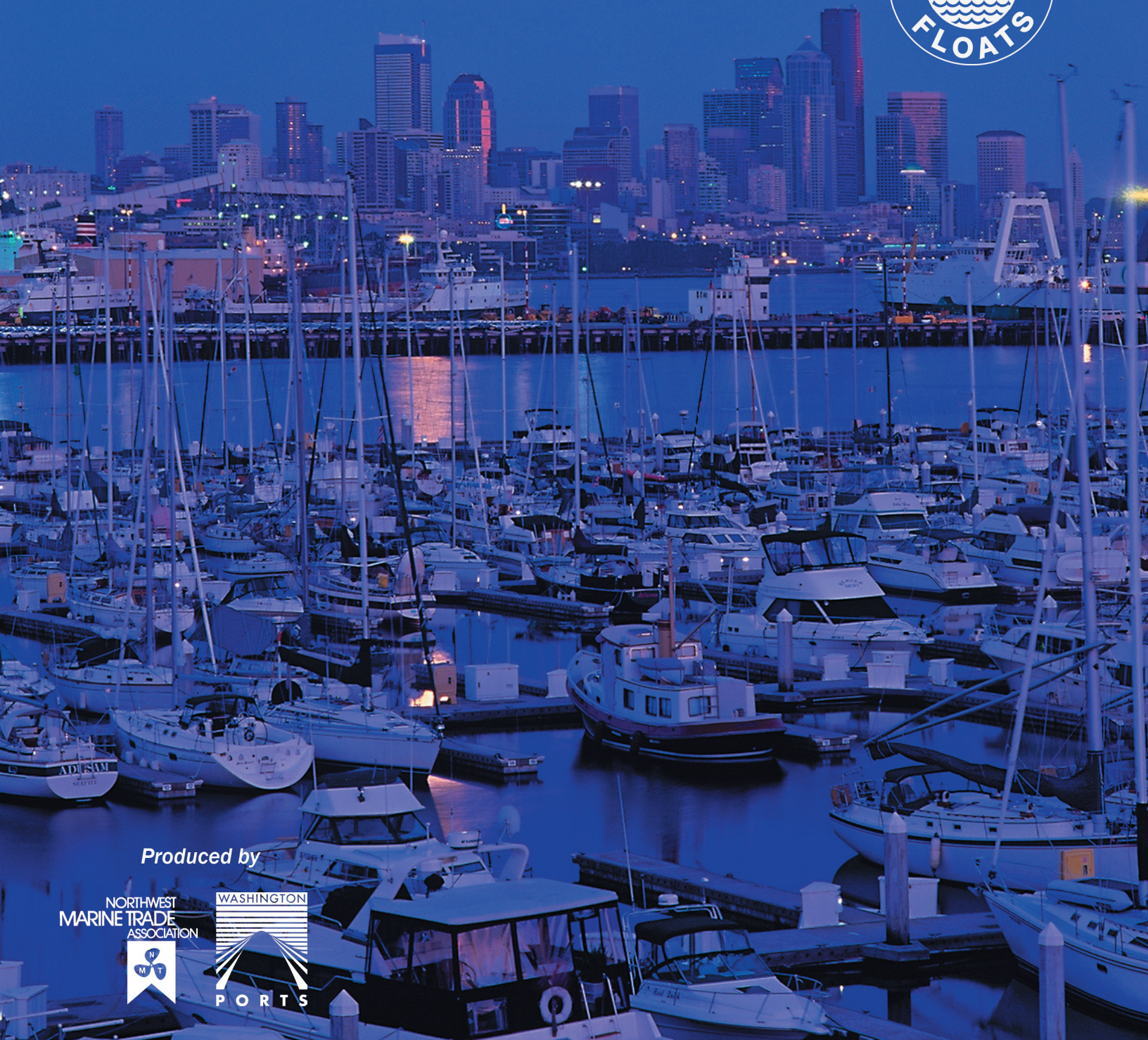
# Northwest Marina Conference

October 15 - 16, 2008

Greater Tacoma Convention & Trade Center



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# 2008 Northwest Marina Conference

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## Thank you for attending the 8th Annual Northwest Marina Conference!

The Washington Public Ports Association (WPPA), the Northwest Marine Trade Association (NMTA) and our presenting sponsor, Marine Floats hope that you will enjoy this year's event.

This conference is unique because it is the only conference in the Northwest for marina owners and operators that is organized by the industry. We compile the program and speakers by using suggestions from our peers and staff at the two organizations. Ask and you shall receive!

In tough economic times, it is important to learn new ideas for keeping your business competitive and healthy. Our program in 2008 centers on the direction of our current economy, the future of boating, and what you can do strengthen your business in these circumstances. Some speakers will represent the "big picture" in boating. Others will present specific, technical information for your daily operations. NMTA welcomes economist Kriss Sjoblom of the Washington Research Council to start-off the conference. In addition to his work at WRC, Dr. Sjoblom serves on the Washington Governor's Council of Economic Advisors.

Special thanks to all of our speakers, especially those who traveled from out of state: Ray Tsuneyoshi and Bob Adriance. We would also like to thank all of our sponsors for their support of the Marina Conference. In addition to highlighting services that are pertinent to you and your companies, sponsorship helps us make the event affordable for all of you.

Enjoy the program and your visit to Tacoma! Again, thanks for coming.

Sincerely,

Michael Marchetti  
Breakwater Marina  
Chair, NMTA Marina Committee

Larry Crockett  
Port of Port Townsend  
Chair, WPPA Marina Committee



# DAY 1 SCHEDULE - OCTOBER 15, 2008

## Spotlight on the Economy

1:15 - 2:15 PM

How is our economy really affecting boating? Dr. Kriss Sjoblom of the Washington Research Council will give us background on our regional economy and tell us what the Northwest region can expect in the future. Paul Sorenson of BST Associates will provide the latest demographics and trends in boating, giving us an idea how boating fits into the "big picture."

## "What am I sitting on here?" - A Look at Marina Valuation

2:15 - 2:45 PM

Knowing the value of your property is an important tool in the toolbox. Andrew Robinson, Senior Appraiser and Consultant at Kidder Mathews, discusses what you can learn – and what you can do with it – from having your marina appraised.

## How we do it in California: the Cal. Dept. of Boating and Waterways

3:00 - 3:45 PM

Raynor Tsuneyoshi, Director, gives us an overview of a different government model. The California Department of Boating and

## 12:00 - 1:00 p.m. Lunch and Registration

Lunch sponsored by Great American Insurance

## 5:15 - 6:00 p.m. Cocktail Reception

Reception sponsored by Bellingham Marine Industries

Waterways serves the boating public by providing "safe and safe and convenient public access to California's waterways and leadership in promoting the public's right to safe, enjoyable, and environmentally sound recreational boating."

## Ethanol-blended Fuels, and You

3:45 - 4:30 PM

Recently the Governor passed a bill that mandates 2% of all fuel sold in the State of Washington contain E-10 ethanol. Learn how ethanol-blended fuels affect marine engines and what your customers need to know. The NWMC welcomes Bob Adriance, who works in Government Affairs for the Boat Owners Association of the United States (Boat-US).

## Marina Renovation Case Study: Boat Street Marina

4:30 - 5:00 PM

The best way to learn is often from our peers. Steven Agnew, Manager for Boat Street Marina in Seattle, will share insights from a nearly five-year process leading to the renovation of his marina, which was recently completed this year.

## Marina Conference Raffle!

Each attendee at the Marina Conference will receive a raffle ticket with their registration. With the raffle ticket, attendees are eligible to win one of three door prizes. You must be present to win!

The door prizes are:

A bottle of champagne  
(Awarded at the end of Day 1)

A \$100 gift certificate to Anthony's Restaurants  
(Awarded after lunch on Day 2)

Two Seahawks tickets and \$50 gift certificate to  
Pyramid Alehouse  
(Awarded at the end of the Conference on Day 2)

Raffle sponsored by



# DAY 2 SCHEDULE - OCTOBER 16, 2008

## Tacoma's Foss Waterway Development

9:00- 9:30 AM

We recommend walking down to the Foss Waterway to get a first-hand look at this redeveloped section of town. Then, attend this morning's presentation by Don Meyer, Executive Director of Tacoma's Foss Waterway Development Authority, who helped turn ideas into reality on this multi-purpose body of water.

## Aquatic Invasive Species - Invaders from the Deep?

9:30- 10:00 AM

During the past year, several marinas in Puget Sound were searched by the Department of Fish and Wildlife for aquatic invasive species. In this presentation, Jeff Adams from the Washington Sea Grant program will give an introduction to invasive species, and tell you why you should be keyed into the programs and State initiatives targeted at this issue.

## Insurance - Keeping Your Costs Down

10:00- 10:30 AM

Bob Craven will share tips for keeping your insurance costs manageable. This will include loss prevention techniques, proper structuring of the insurance program, and negotiating with insurance companies. Craven Insurance has specialized in marine insurance in the Northwest for over 55 years.

## Meet the Office of Regulatory Assistance

10:45- 11:15 AM

Frustrated with your permit, application process, or regulator? The Governor's Office of Regulatory Assistance provides assistance and mediation for businesses navigating State regulatory processes. Our speaker, Zelma Zeiman, is a Regional Assistance Lead for ORA, and can help you deal with a complex project involving multiple permits, licenses, and approvals. Learn about how the ORA can work for you.

## Do It Now: Your Own 'Best Employer' Self-Audit

11:15 AM - 12:00 PM

Start being a "Best Employer" now. This presentation by Sarah Haushild provides employers with practical guidelines for auditing their own HR practices in the areas of: Hiring; Policies and Procedures; Performance and Discipline; Terminations; Payroll Practices and Employee Compensation.

## What's New in Dock Design

1:00- 1:30 PM

You should know the latest in innovative trends, technologies, and news in dock design and marine construction. In addition to being prepared for your next project, this presentation by Rick Greenhow and Wendell Stroud may help you get pumped about your next dock.

## RE- Sources, Marine Plastic Waste Prevention and Recycling Project

1:30- 2:00 PM

The goal of this local program is to help marine businesses recycle 25 tons of plastic over the next 2 years. Lisa Friend will tell you how RE Sources is working with NOAA Marine Fisheries Service, Pacific Shellfish Institute, and Washington Public Ports to set up programs for collecting and recycling marine plastics in nine counties. Find out how you can participate!

## What to do about an eviction...

2:00- 2:30 PM

Sometimes it can be unclear what our legal and professional rights are in

### 8:00 - 9:00 a.m. Breakfast

Breakfast sponsored by KMI Sea-Lift

### 12:00 - 1:00 p.m. Lunch

Lunch sponsored by PND Engineers

day-to-day operations. How do I evict a problem tenant? What should I know about boat leases? Jason Ketrick, an attorney at Carney Badley Spellman in Seattle, will present solutions to some of these ambiguous problems.

## Washington Boating Alliance, an introduction

2:30- 2:45 PM

Steve Greaves is an award-winning volunteer for the NMTA and sits on the Recreational Boating Association of Washington (RBAW) Board of Directors. In addition, he now serves as Chair for the new Washington Boating Alliance. This coalition of boating organizations is working together to improve boating and boating programs in Washington State.

## The Boating Caucus on Puget Sound Partnership

2:45- 3:00 PM

Last year, the Marina Conference heard Puget Sound Partnership Director David Dicks, speak about his new appointment and the birth of a new State agency. Since then, boaters created a caucus in order to represent our interests in the new organization. Ed Jennerich, Chair of the Washington Boating Alliance's Committee on the Puget Sound Partnership, will give you a report on how we are doing in this effort.



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# CONFERENCE SPEAKER BIOS

Support of our speakers provided by KECO

## **Jeff Adams**

Jeff graduated from the University of Washington, School of Oceanography, then moved two buildings over for graduate work at the School of Aquatic and Fisheries Sciences. After his studies, he spent seven years as the director of Aquatic Programs at the Xerces Society for Invertebrate Conservation, where he applied regional expertise to volunteer biological monitoring and identification in freshwater streams. Now a Marine Water Quality Specialist with Washington Sea Grant, Jeff provides marine resource education and outreach opportunities to Kitsap County residents and works on aquatic invasive species issues at the Puget Sound, State, and West Coast levels. Jeff lives on Vashon Island with his wife and toddling weed warrior.

## **Bob Adriance**

For the past 25 years, Bob Adriance has written over 500 articles for *Seaworthy*, the BoatU.S. Marine Insurance damage-avoidance publication. He is also Editor of the *Technical Information Exchange* for Marine Professionals and author of the book *Seaworthy, The Essential Lessons from BoatU.S.'s Case File of Things Gone Wrong*. Bob is the Technical Director

at BoatU.S. and an Assistant Vice President. He is currently a Division Director at the American Boat and Yacht Council and serves on that organization's Technical Review Board. He is also a member of the National Fire Protection Association 302 - Committee for Pleasure and Commercial Motor Craft. Bob owns a Sabre 362, which he sails out of Galesville, Maryland.

## **Steven Agnew**

Steven Agnew is a self-employed manager of various recreational boat marinas on Lake Union for 13 years after a successful 25 year career in the graphic design and advertising agency business. Steven and his wife, Lynn, both work in the marine industry and have been active recreational boaters for more than 15 years; most of that time living on one of three boats on Lake Union. Their current vessel is a 55 ft. steel, former commercial shrimp trawler which they are in the middle of converting to a comfortable yacht.

## **Bob Craven**

Bob Craven is President of Craven Insurance, Inc., an insurance brokerage specializing in marine related businesses. Bob started in the business in 1978 after attending North Seattle Community College and George Washington University. Craven Insurance was started in Ballard in 1955 by Bob's dad. In 1995 Bob moved the office to Lake Stevens and works from there, as well as from a home office on Whidbey Island. Over the past 30 years he has been involved in insuring a wide variety of clients in the marine industry, including marinas, boat builders, commercial vessels, manufacturers, dealers, and many others.

## **Lisa Friend**

Lisa Friend, Recycling Education and Outreach Coordinator, is responsible for the design, implementation and evaluation of community waste programs. In her nearly 20 years with RE Sources, Ms. Friend has been involved in developing most of Whatcom County's Waste Prevention and Recycling Programs including the Solid Solutions newsletter, County brochures, event recycling initiatives and business technical assistance. Currently, Ms. Friend coordinates a program in nine Washington counties, aimed at creating the infrastructure needed to recycle marine plastics.

## **Steve Greaves**

Steve Greaves is the Chairman of the Washington Boating Alliance. His other boating endeavors include: Trustee of the Recreational Boating Association of Washington; Member of the Washington State Parks Boating Safety Council; Member of the Recreation and Conservation Office Boating Programs Advisory Committee; and PRO Category Chairman of the American Power Boat Association. Steve also works as an independent business strategy consultant, specialty marine hardware manufacturer, and is a retired information technology entrepreneur.

## **Rick Greenhow**

Richard Greenhow joined Marine Floats in 2008 as a sales representative



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# CONFERENCE SPEAKER BIOS

for commercial projects. With 25 years in the construction building materials industry, he served as President of Kelly Moore Paints for 10 years. Rick has managed the Semiahmoo Marina and help plan the proposed 300-slip expansion at Semiahmoo Resort. Earlier in his career he served in the US Navy; later he worked with Lockheed Marine Systems as a Logistics Analyst. He has spent several years as a consultant, has been a member of the Coast Guard Auxiliary for 7 years, and a boater for 35 years. He is an avid scuba diver and dove commercially to conduct boat repairs.

## **Sarah Haushild**

Sarah E. Haushild is a member of Lane Powell's Labor and Employment Group and focuses her practice on employment litigation and counseling. She defends clients against EEOC claims, discrimination, harassment, hostile work environment and wrongful termination in violation of public policy claims, and wage and hour violations. Sarah also advises employers regarding compliance with federal and state employment laws, provides sexual harassment training, drafts employee handbooks and personnel policies and prepares separation and release agreements. Sarah is also a member of Lane Powell's Long Term Care and Seniors Housing Client Service Team, and the Firm's Wage and Hour Group. She holds a J.D. from Willamette University and a B.A. from University of Puget Sound.

## **Ed Jennerich**

Ed Jennerich is a retired senior university administrator and professor. He holds a B.A. in History from the College of New Jersey, an M.S. in administration from Drexel University, a Ph.D. in higher education administration from the University of Pittsburgh and completed post doctoral work at Harvard University. Ed comes from a long line of sailors and is a life-long sailor himself, with cruising experience throughout Puget Sound, the South Pacific and the Caribbean. He and his wife, Elaine, sail a 33' Nauticat. Ed currently serves as Vice Commodore of Queen City Yacht Club; Vice President of the Recreational Boating Association of Washington; and, serves as Chairman of the Washington Boating Alliance's Puget Sound Partnership Committee.

## **Jason Ketrick**

Jason Ketrick joined Carney Badley Spellman as an associate attorney in 2007. Jason specializes in construction, development, and creditor/debtor law, including related transactional work and litigation, alternative dispute resolution and bankruptcy representation. Prior to joining Carney Badley Spellman Jason worked in the construction and construction equipment industries, and as a judicial extern for the Honorable Judge John A. Rossmeissl, United States Bankruptcy Court for the Eastern District of Washington. Jason is active in the National Association of Industrial and Office Properties and the Associated General Contractors of Washington, having recently completed the AGC's *Construction Technical Skills Series*. Jason is licensed to practice in Washington, Montana, and before the United States Court of Federal Claims. In 2008, Jason was named a "Rising Star" by *Washington Law and Politics* magazine.

## **Don Meyer**

Don Meyer holds a bachelor's degree in business administration from Pacific Lutheran University and a master's degree in business administration from the University of South Dakota. Don became Executive Director of the Foss Waterway Development Authority (FWDA) in August 1999, after having worked at the Port of Tacoma for over fourteen years as the Deputy Executive Director. The FWDA has development responsibility for more than 1.5 miles of waterfront properties, with a specific focus on marina, residential, hotel, retail and office uses. Don is very active in the community at large, and serves as a Board member or Trustee for organizations that run the gamut from international trade and land use matters, to social services and education. His wife, Vatalie, is a schoolteacher and they have 2 grown children, Heather and David, and 1 granddaughter, Lauren.

## **Andrew Robinson**

Andrew Robinson graduated in June 1987 from the University of Washington with a Bachelor of Arts degree in Business Administration

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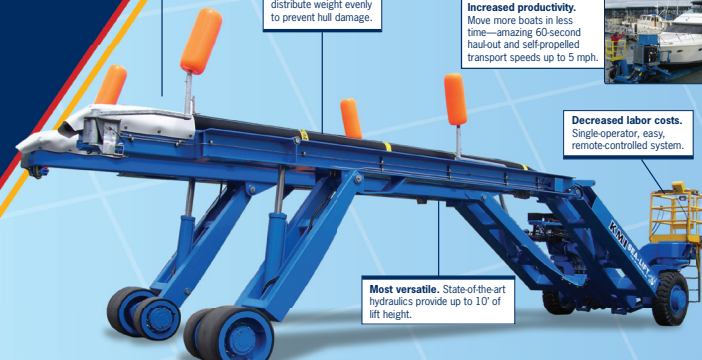
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# CONFERENCE SPEAKER BIOS

- Finance. Mr. Robinson became a designated member of the Appraisal Institute in 1996. His continuing education requirements have been met to maintain a current status with the Appraisal Institute. He served as the Education Chair for 1997 and on the Board of Directors from 1999 through 2001 for the Seattle Chapter of the Appraisal Institute. In 1997 Robinson Founded Terra Property Analytics. Prior to that, he opened a Seattle Branch for Koeppel Tener Real Estate Services in September 1996, and originally entered private appraisal practice with Shorett & Riely in February 1990.

## **Kriss Sjoblom**

Kriss Sjoblom is Vice President—Research and Economist at the Washington Research Council. He regularly teaches a course on urban economics for the University of Washington Economics Department and is a fellow of the Department's Economic Policy Research Center. At the Research Council, Sjoblom has authored reports on numerous issues, including the state's economy, its tax system, transportation, and housing. Dr. Sjoblom has served on the Washington State Governor's Council of Economic Advisors since 1995, under Governors Mike Lowry, Gary Locke and Chris Gregoire. Before joining the Research

Council, Sjoblom taught at the University of Pennsylvania and at Haverford College. A Seattle native, he earned an A.B. degree from the University of California, Berkeley and a Ph.D. from Yale University, in economics.

## **Paul Sorenson**

Paul Sorenson, a principal at Belyea, Sorensen, Trotter & Associates (BST), is one of the PNW's most experienced economic consultants when it comes to the development of marina business and development plans. Paul has undertaken marina and/or boat yard feasibility studies in Anacortes, Blaine, Bellingham, La Conner, Everett, Edmonds, Seattle, Des Moines, Tacoma, Olympia, Port Orchard, Bremerton, Port Gamble, Port Hadlock, Port Townsend, Sequim, Port Angeles, Neah Bay, La Push and Westport among other locations. He has a master's degree in economics and more than 30 years of experience in the Pacific Northwest. Paul is a member of the Northwest Marine Trade Association, Washington Public Ports Association, Pacific Northwest Waterways Association, and the Pacific Coast Council of Harbormasters and Port Managers.

## **Wendell Stroud**

An experienced marine engineer, Wendell Stroud is the owner of Marine Floats. He is a primary consultant on many of the firm's commercial projects. Stroud worked in marine architecture and engineering for 10 years. His first entrepreneurial effort was a steel fabrication company in Oregon. He went on to work in several positions in industrial construction throughout the United States. He and his wife, Pauline, purchased the name and equipment of Marine Floats from its founding Tenino family in 1988. The Foss Waterway Authority, in recognition of his efforts on behalf of the marine industry and the community, named Stroud a Living Legend of the Working Waterfront in 2006.

## **Raynor Tsuneyoshi**

As Director of Boating and Waterways for the State of California, Mr. Tsuneyoshi is the administrator for all boating safety laws in the state. He works with the state legislature and the administration on boating matters and has the mandate to shut down the Sacramento Delta Waterways in emergencies. He is responsible for \$100 million annually in boating access projects such as boat ramps, marinas, docks, canoe and kayaking trails; boating safety education centers; and boating safety education programs to public and private schools. Mr. Tsuneyoshi was the Special Advisor to the Food Safety and Inspection Services Administrator for the U.S. Department of Agriculture (USDA) on employee affairs. He holds a M.B.A. from Pepperdine University and B.A. from University of Hawaii.

## **Zelma Zieman**

Zelma Zieman is Regional Lead in the Northwest Regional Office (Bellevue) at the Governor's Office of Regulatory Assistance (ORA). Zelma has worked 2 years with ORA, with a focus on aquatic permitting. Prior to ORA, she worked primarily for the pharmaceutical and telecommunications industries in environmental management and compliance. Zelma has degrees in Chemistry and Environmental Engineering from the University of Minnesota.

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