We are currently working with MOAA to try and arrange another Marina Management 101 Course and are thinking of either adding a session on to the end of the Natural Resources Conference in St. Louis currently scheduled for 2-6 May 2005 or a separate session in the Tennessee or Kentucky area in late April 2005. An announcement of the most recent course in Grapevine, TX is attached below. It would be very helpful to our planning to get some idea of who might be interested in coming and who can afford to come, given the ever dwindling resources. In addition to travel and per diem, the cost of the training is $250 which includes several meals.

Please share this with you districts and let me know who might be interested in attending a Marina Management 101 during FY 05, which projected timeframe is better for you (a separate session in April or as a part of the Natural Resources Conference - please note that if we go with St. Louis, the course would start Friday morning and end late Saturday afternoon, May 7th) or some other time in FY 05.

I would very much appreciate hearing from you all by 13 October 2004. I know that Nickie Perry is out, so I have copied M&D Chiefs in SAD. Judy, if you could send this out to your Operations folks and have them respond to me, I would very much appreciate that as well.

Thanks to all for your time and assistance and I look forward to getting some feedback. We will keep you posted as to the results!

Laura Ouverson Norman
Office of the Chief Counsel
U. S. Army Corps of Engineers
CECC-R 3F33
202-761-0023/ FAX 202-761-1113

Marina Management 101

A Training Course for Concessionaire Managers

April 19-21, 2004 Gaylord Texan Resort & Convention Center - Grapevine, TX

WHAT: The Marina Operators Association of America (MOAA) presents leading marina industry executives and experts delivering topics designed to help participants gain a better understanding of the marina business and industry.

The course will be a two-day program, including a welcome reception on April 19, 2004 hosted by MOAA, as well as a field trip.

Day one will consist of educational sessions including the following topics:

1. What Makes Up Today's Marina - An overview of the amenities, products and services that complete a successful marina;
2. Delivering Recreation on Federal Lands and Water – The role of customer service at marinas;
3. Marinas and the Environment – Clean marinas leading the call to environmental stewardship;
4. A Field Trip to Lake Lewisville marinas for a hands-on experience with marina facilities.

Day two's sessions will focus on:

1. Marina Design and Construction;
2. Marina Risk Management - Insurance as a cost of business;
3. A Financial Analysis of Marina Profit Centers - What are the margins really;
4. The Capital Equation - What does it cost to operate a marina; and
5. Measuring the Success of Your Marina Partnership - Some evaluation tools and suggested strategy for improving partnerships.

WHEN: April 19 - 21, 2004. (The 19th is a travel day and the welcome reception)

WHERE: Gaylord Texan Resort and Convention Center; 1501 Gaylord Trail; Grapevine, TX 76051. The federal per diem for Grapevine, Texas is $112.00 per night for lodging and $36.00 per day for meals. To make a reservation, please call the hotel directly at 866-782-7897 or go online to: www.gaylordhotels.com/gaylordtexan. To get the special hotel rate, you must call and reserve by March 29th and identify yourself as a participant in the Marina Management 101 course.

COST: The course registration fee is $250.00. This includes registration and course materials, welcome reception, lunches, field trip and transportation to area marinas. To register for the course, fill out the "Course Registration Form" attached to this email and fax or mail it back to the MOAA office. You can also find this information and the registration form online at www.moaa.com.

WHO WILL BE IN ATTENDANCE: The target audience for the program is Army Corps of Engineers Concessionaire Managers and other interested resource managers from federal, state and local managing agencies.

WHO IS MOAA?: MOAA is the national trade association of the marina industry and represents a diverse membership of over 900 marinas, boatyards, yacht clubs, and public/private moorage basins across the United States. Over 50% of MOAA member marinas are located on federal lands. Benefits of membership include: critical legislative and regulatory support, timely industry information, advice and direction on a continual basis, and practical money saving programs. These companies provide slip space for over 240,000 recreational watercraft and employment for over 13,000 marine tradesmen and women. Suppliers of equipment and services to this industry complete MOAA's membership.

Marina Management 101 – A Training Course for Concessionaire Managers

The registration fee is $250. This includes registration and course materials, welcome reception, lunches, field trip and transportation to area marinas.

Registrant Name:_____

Second Registrant's Name:_____

Address:_____

_____

City:_____ **State:**_____ **Zip:**_____

Tel:_____ **Fax:**_____ **Email:**_____

Conference Registration: # persons_____ **@ $250 each = $**_____

Will you attend the field trip? _____

Enclose check in US funds or charge to Visa or MasterCard (Circle one)

Card Account #:_____

Cardholder's Name (Please Print):_____

Cardholder's Signature:_____

Mail or fax Registrations and check to: (Do not fax without credit card information)

Marina Operators Association of America
1819 L. Street, NW; Suite 410; Washington, DC 20036
Fax: 202/721-1626

OR

Call Mari Lou Livingood MOAA Director of Programs at 202/721-1630, email mlivingood@nmma.org **for more information or to register by phone.**