



FOR IMMEDIATE RELEASE  
August 2010

CONTACT: Rachel LaMarre  
International Marina & Boatyard Conference  
imbc@marinaassociation.org  
401-682-7334

## **Vince Morvillo To deliver IMBC Keynote Address**

*Owner of Sea Lake Yacht Sales to speak at marina conference*

Warren, RI—Motivational speaker Vince Morvillo will deliver the keynote address at the 2011 International Marina & Boatyard Conference (IMBC), organized by the Association of Marina Industries (AMI) and scheduled for January 26–28 at the Greater Fort Lauderdale/Broward County Convention Center in Fort Lauderdale, Florida. The session, titled “The Recession Isn’t Always about the Bottom Line,” is scheduled for January 27 at 8:30 am.

In his keynote, Morvillo will discuss ways attendees can solve some of the difficulties the industry has been facing during the recession and how members of the marina industry can increase productivity. He will share examples of how others have overcome challenging economic times—both inside and outside of the marina industry—and talk about how marina professionals can think creatively about their businesses and utilize those ideas to ensure stability and success in the future.

As a successful entrepreneur and businessman, Morvillo developed Sea Lake Yacht Sales in 1985. He previously owned a marina, managed a startup medical staffing company, and served as director of two nonprofit organizations. He was also elected president of the Yacht Brokers Association of America in 2008 and currently serves on the organizations board of directors. He has been professionally speaking since 2002.

Other seminar topics include marina renovations, ethanol and biofuel solutions, developing customer loyalty, Americans with Disabilities Act (ADA) guidelines for marinas, social networking and Web 2.0, and hurricane preparation. Also, attendees will hear directly from a panel of boaters on what their needs are, will learn how organizational culture affects results, and will receive an international economic update.

Formed in 2002 as the National Marina & Boatyard Conference, the International Marina & Boatyard Conference is currently the only show catered specifically to marina and boatyard owners, operators, and managers.

The Association of Marina Industries (AMI) is a nonprofit membership organization providing management training, education, and information about research, legislation, and environmental issues affecting the marina industry.

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