



September 29, 2009
FOR IMMEDIATE RELEASE

CONTACT: Merritt Alves
International Marina Institute (IMI)
imitraining@marinaassociation.org
401-247-0314

IMI Brings Advanced Marina Management Training to Fort Lauderdale

Warren, RI—The International Marina Institute® (IMI), a subsidiary of the Association of Marina Industries (AMI), has added Fort Lauderdale, Florida, to the list of training locations for its popular Advanced Marina Manager (AMM) program. The AMM is scheduled for December 6 through December 11, 2009.

“This past year, we awarded the Certified Marina Manager designation to 18 candidates and 260 people participated in our programs overall—the most we’ve ever had,” says Jim Frye, AMI president and chair. “Booking in Fort Lauderdale was a logical choice for us. After running our most successful annual conference, the International Marina & Boatyard Conference [IMBC], there this past January, we were eager to get back to the area. It is the perfect location for a marina program and our AMM field trip will now be able to make stops at some of the best run, most diverse marinas in the world.”

The AMM course provides training in site planning, marina-development skills, marina-operation techniques, business strategies, risks and liabilities, environmental policies, and other topics as final preparation for IMI’s coveted “Certified Marina Manager,” or CMM, designation. The course includes pre-course assignments, case studies within small groups, and student presentations, as well as interactive workshops and some informal lecture formats within a carefully screened peer group. The intensive training and participatory nature of the course leads to strong networking with experienced colleagues and legitimate long-term contacts within the industry. AMM participants must be AMI members or belong to AMI’s franchise partners British Marine Federation (BMF) or Marina Industries Association of Australia (MIAA). Course fee is \$3,295 and includes five nights’ lodging, opening network reception, closing dinner, breakfast and lunch daily, and all course materials.

Upcoming IMI courses include an Intermediate Marina Management (IMM) course in Fort Lauderdale, Florida, from November 15 through November 19, Torquay, UK, from November 10 through November 13, 2009 and Singapore from December 5 through December 9, 2009.

The International Marina Institute (IMI) has been training and certifying marina personnel since 1986 years. Nearly 250 managers, representing some of the top marinas in the world, have successfully completed IMI’s Certified Marina Manager program. IMI courses and conferences span the globe, including Spain, Singapore, Portugal, Australia, England, and regions across the United States.

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

For more information about IMI’s courses, please visit www.marinaassociation.org and click on “training/programs”; email imitraining@marinaassociation.org; or call 401-247-0314.

###