

IBEX ♦ NEWS RELEASE

FOR IMMEDIATE RELEASE
September 10, 2009

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FREE Seminars for Dealers at IBEX 2009

BROOKLIN, MAINE — The [International Boat Builders' Exhibition and Conference \(IBEX\)](#) will offer three free seminars designed specifically for marine dealers as part of the new IBEX Dealer Development Days pavilion. IBEX 2009 is being held October 12 – 14 at the Miami Beach Convention Center.

“Dealer-oriented seminars are a logical extension of our existing education platform and they enhance the new IBEX Dealer Development Days pavilion,” said Carl Cramer, show co-director and [Professional BoatBuilder magazine](#) publisher. “Offering timely, relevant, and useful information to all attendees is a must as we look to innovate, create new business opportunities and understand how to best maneuver the current economy.”

Topics for the free dealer seminars cover a variety of important issues and are presented by leading marine industry experts. A free seminar will be offered each day of the show, running October 12 – 14, including:

Dealer Economics: How to Survive, is presented by Michel Weisz with Berger Singerman, a Florida based business law firm that serves a diverse client base. Being held Monday, October 12, it will address the changing economics of the marine dealership. Weisz will offer insight and guidance on survival in today’s marketplace, including debt conversion, long term workouts, downsizing, and reorganization.

Stop Scaring Your Banker: What You Need to Know, is presented by Bill Thompson with the Cardinal Points Network on Tuesday, October 13. Dealers will learn how to appeal to commercial floorplan lending partners, strategies for finding the right lender, skills for communicating with commercial bankers, as well as how to build a comprehensive and effective floorplan loan request package. Tips on how to achieve commercial lending needs and employing business partner ABCs (Accountants, Bankers, and Legal Counsel) will also be covered.

Keep Your Dealership a Top-Notch Performer, Volvo Penta and *Boating Industry* magazine team up to offer a theoretical and real-life review of dealership best practices on Wednesday, October 14. Practical examples of company enhancements, ranging from training/education to product and market planning will be covered. Dealers will learn from case studies on dealership success to gain ideas on growing their individual businesses. This seminar also covers corporate goal setting; planning for dealership as well as market, succession, and financial planning; and a variety of product strategies and tactical activities (service department training,

marketing events, inventory management). Speakers for this session are Susan Bonivich and Phil Gaynor (Volvo Penta) and Matt Gruhn (*Boating Industry* magazine).

To date, three leading boat builders have signed up to participate in the IBEX 2009 Dealer Development Days, the new and innovative boat building stimulus program to assist boat manufacturers and dealers in conducting crucial in-person business at a minimal cost. Discount hotel rooms are being offered to all marine dealers interested in participating. Boat manufacturers and dealers interested in learning more about the free seminars should contact Tina Sanderson at 802-879-8324 or Anne Dunbar at 716-662-4708.

IBEX 2009 offers a complete seminar and conference series, as well as free workshops. The show will host more than 500 exhibitors, provides special pavilion areas, and hosts a special outdoor demonstration space where industry professionals can utilize the latest products in real-world application situations. Complete information on IBEX 2009, including registration, is available on www.ibexshow.com.

IBEX 2009 will take place at the Miami Beach Convention Center. The show is open Monday, October 12, from 10:00 a.m. – 6:00 p.m. (with a special opening night presentation featuring Al & Laura Ries at 6:30 p.m.); Tuesday, October 13, from 10:00 a.m. – 6:00 p.m.; and, Wednesday, October 14, from 10:00 a.m. – 3:00 p.m.

IBEX is owned and produced by [Professional BoatBuilder magazine](#) and [National Marine Manufacturers Association \(NMMA\)](#) and is the largest boating industry gathering of 2009. For boat builders, marine industry dealers, designers, repairers, surveyors, and boatyard/marine operators, IBEX is the single source for the latest boatbuilding technologies, tools, and materials. For more information, visit www.ibexshow.com.

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Professional BoatBuilder, the boatbuilding industry trade magazine, was first published in 1989 in response to a growing need for a dedicated forum for boatbuilding-related professionals. The magazine's worldwide readership exceeds 23,000 (subject to BPA International audit). *Professional BoatBuilder* is online at www.proboat.com.

[National Marine Manufacturers Association \(NMMA\)](#) is the leading association representing the recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters in North America. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. Visit nmma.org for more information.