

AMTA E-News November 2, 2011

AMTA Conference & Annual General Meeting

November 24, 2011, Delta Beausejour, Moncton, NB

AMTA is pleased to welcome Richard Straka as a presenter of **GE CDF Canada Marine Industry Overview**; Richard joined GE CDF Canada via General Electric's acquisition of Deutsche Financial Services in November 2002. He has over 13 years of experience in distribution finance and is currently the Marine Group's National Account Manager for Vendor Relationships. During his career Richard has worked with GE in Europe and Asia to develop new market opportunities and provide project management skills to key customers. Richard earned a Bachelor Degree in economics at the University of Waterloo, Waterloo, Canada in 1994 and graduated with a Masters Degree in economics from McGill University, Montreal.

AMTA is pleased to welcome Heather Robertson as presenter of **Does your business really need a Facebook page?**; After 25 years in print publishing, including 15 years with Boat for Sale Magazine, Heather launched a new career in digital marketing. Her mission is to help small business succeed on the web. Heather hones her skills and stays on top of the ever-changing digital world through readings, newsletters, blogs, courses, webinars, and conferences. Her customer base includes various parts of the boating industry; car insurance; make your own wine agents; hardware accessories and just recently a senior's home. Each business has different needs requiring Heather to have a broad skill set and knowledge base in web analytics, search engine optimization, online advertising, content management, social media, email marketing, and web design architecture. Heather is a regular contributor to Boating Business <http://www.boatingbusiness.ca> with her column Web 101. And... she blogs - posts and tweets! There are still rooms left at the Delta Beausejour at the great rate of 129.00

Call them Toll Free [888-351-7666](tel:888-351-7666), the rate code is 1124AMTA AMTA members in good standing will receive a \$50.00 rebate on their hotel room.

Click the link to register <http://www.boatinginatlanticcanada.com/PDF/2011invitationandregistration.pdf>

ABYC Electrical Certification

Just a reminder that the Nova Scotia Boatbuilders Association (NSBA) will be holding an American Boat and Yacht Council (ABYC) Electrical Certification Course at the Atlantic Beer Institute in the Brewery Market Building in Halifax (1496 Lower Water Street), November 29th to December 2nd, 2011: Facilitated by ABYC, this course is designed for the marine technician with at least three to five years' experience working with marine electricity. The student also needs some familiarity with ABYC electrical standards.

Course topics include: electrical theory, lead-acid batteries, using a multi-meter, battery testing, generator sets, inverters, grounding and bonding systems, troubleshooting and more. The fee to register is \$450.00 CAN plus HST for NSBA and AMTA Members and \$500.00 CAN plus HST for Non Members.

Registration and full payment of fees on or before the 15th is required to be in attendance.

Click the link for information and registration

<http://www.boatinginatlanticcanada.com/PDF/abycelectricalcourse.pdf>

or call Toba Offman at the NSBA [902-423-2378](tel:902-423-2378)

NSYA is looking for Dinghies for new sailing programs

The NSYA has been working with several communities around the province to establish Learn to Sail programs for youth. Several have expressed great interest and are well on their way to establishing programs. However, a big stumbling block is boats.

If you or your Club has some dinghies that with a little TLC would be fine for a Learn to Sail program, please contact the NSYA to be put in touch with a new program in your area. Boat donations are eligible for tax-receipts based on fair market value.

Contact NSYA at nsya@sportnovascotia.ca or call [902-425-5450 ext 312](tel:902-425-5450)

Mercury Film Festival Winners

Lonnie King's "Merky Dreams" and Cody Graham's "Mercury Arctic Adventure" took home top honors at the 2011 Mercury Films Festival for the best consumer and partner videos. The awards were accepted at the International Game Fish Association headquarters in Fort Lauderdale at an event held Oct. 27.

Mercury Arctic Adventure <http://www.merfilms.com/contests/showentry/884980>

Merky Dreams <http://www.merfilms.com/contests/showentry/828447>

Safe Boating Guide

At the meeting of the Recreational Boating Advisory Council last week, the Office of Boating Safety said that once stocks are depleted of the current Safe Boating Guide, Transport Canada may not reprint it. Dealers are encouraged to supply their clients the on-line link to the guide at <http://www.tc.gc.ca/wdqig>

NSPS Supplier Development Event

Canadian Manufacturers and Exporters (CME) is planning to hold a supplier development event in support of the Marine Industries and Shipbuilding Council, which is tentatively planned for November 23, 2011 in Halifax. This will be a one day event focused on supplying goods and services to contracts awarded under the National Shipbuilding Procurement Strategy (NSPS). Mark your calendar and stay tuned for further details as they become available. Contact Jacqui Squires, CME at Jacqui.Squires@cme-mec.ca or go to <http://ns.cme-mec.ca/uploads/media/gssy1wlo.pdf>

Important dates

Payne's Marine Show

November 5 - 7, 2011
Crystal Gardens Convention Centre, Victoria, BC

2011 Marine Dealer Conference & Expo

November 6 - 9, 2011
Gaylord Palms Resort and Convention Center Hotel, Orlando, Florida

METS 2011 – Marine Equipment Trade Show

November 15 to 17, 2011
Amsterdam RAI, Amsterdam, Netherlands <http://www.metstrade.com>

AMTA Conference & AGM

November 24, 2011, Moncton, NB www.boatinginatlanticcanada.com

BC Marine Industry Conference

November 30 – Dec 1, 2011
River Rock Casino Resort, Richmond, BC <http://www.bcmta.com/conference/>

Boating Ontario Conference & Trade Show

December 4 - 6, 2011
Deerhurst Resort, Huntsville, Ontario <http://conference.boatingontario.ca/>

19th Annual Providence Boat Show

January 12 - 15, 2012
RI Convention Center, Downtown Providence, Rhode Island www.providenceboatshow.com

54th Toronto International Boat Show

January 14 - 22, 2012
Direct Energy Centre, Toronto, ON

International Marina & Boatyard Conference (IMBC)

February 1 – 3, 2012
Disney's Coronado Springs Resort, Lake Buena Vista, FL <http://www.marinaassociation.org/imbc/>

50th Vancouver International Boat Show

February 8 to 12, 2012
BC Place Stadium, Vancouver, BC

Montreal's Boat and Water Sports Show 2012

February 9 - 12

Place Bonaventure, Montreal, QC <http://www.salondubateau.com/index.php>

71st Miami International Boat Show

February 15 - 20, 2012

Miami Beach Convention Centre, Miami FL

Halifax International Boat Show 2012

February 23 - 26, 2012

Exhibition Park, Halifax, NS www.halifaxboatshow.com

29th Annual London Boat Fishing & Leisure Show

February 24 - 26, 2012

Western Fair Grounds, London, ON

Mid - Canada Boat Show

March 1 - 4, 2012

Winnipeg Convention Centre, Winnipeg, MB <http://midcanadaboatshow.com/>

Toronto Sportsmen's Show

March 14 - 18, 2012

Direct Energy Centre, Exhibition Place, Toronto, ON <http://www.torontosportshow.ca/>

Edmonton Boat & Sportsmen's Show

March 15 - 18, 2012

Agricom, Northlands Park, Edmonton <http://www.edmontonboatandsportshow.ca/>

Quebec Sportsmen's Show

March 22 - 25, 2012

Centre du fories d'ExpoCité, Québec

Moncton Boat Show

March 23 - 25, 2012

Moncton Coliseum Complex. Moncton, NB