



37 Pratt Street Essex, CT 06426-1159
Phone: 860-767-7898 Fax: 860-767-7932

STEP 2005

Focus On
• Sales • Training
• Education • Purchasing

Jan 16 - 20, 2005
TradeWinds Island Grand
St. Pete Beach, FL

The response has been terrific and we are quite pleased with the way S.T.E.P. 2005 Training is shaping up! Schedules are being confirmed, training programs are being refined and manufacturers, distributors and reps are working to make this one of the most cost effective ways for training to happen.

As we have reminded you in the updates, if you are a manufacturer and are booking training sessions ask the distributor if they want all their salespeople trained at the same time - or if they have some new folks, perhaps they would like "basic training" while the more experienced can have a session tailored specifically to their needs. If you are a distributor remember it is up to YOU to let the manufacturers know exactly what it is that you would like your salespeople trained on. If you don't ask or if you don't let the manufacturer know what you want, you stand the risk of being disappointed. As of the middle of November, the following companies have registered to attend S.T.E.P. Training.

DISTRIBUTORS

- Bell Industries
Coast (FL division)
Den-Mac
Diversified
Keller
Kellogg
Land 'N' Sea
Lorenz & Jones
Medart (includes Beacon)
MESCO
Morgan Recreational
Paxton
Seacoast
V & V

MANUFACTURERS

- 3 M
Anderson Marine
Attwood - Swivl-Eze
Bennett Marine
Boat Buckle Brand Tie Down
CDI Rapair
CRC
Clymer
Dock Edge + Inc.
Dutton-Lainson
Garelick
Interlux
Johnson Pumps
Lowrance

- CE Smith
Springfield Marine
Taco Metals
TaylorMade
Teleflex Marine
Tempo
T-H Marine
Tie Down Engineering
Uflex
Wise Co.
REP FIRMS
Derema Group
GSW & Associates
Inland Marketing
SGL Marketing

If you are planning on attending and have not yet registered, with NMDA and the hotel, please take care of this at once. This is "high season" in Florida and we have limited flexibility with the hotel and getting additional rooms. If you need registration forms, hotel forms or additional information please give us a call (860.767.7898) or email us at info@nmdaonline.com. For a schedule of events, as well as a listing of our sponsors, please go to page 3.

President's Message



Greetings to the NMDA membership! Once again the fall of the year has come and gone and winter is quickly approaching. As we transition ourselves from a busy boating season into the season of preparing for the next boating season we all are anxiously hoping and anticipating a successful year in 2005.

In 2004 our industry experienced a good year. NMMA surveys have shown significant dollar and unit increases in new boat sales. The NMDA distributor members that report their monthly sales numbers to the association, which are most of our members, have reported a much larger sales increase in 2004 than they did in 2003. High fuel prices as well as the presidential campaign with continuous discussions on economic issues and the situation in Iraq have kept many of us wondering what impact these things might have on our industry. Still, interest rates remain low and consumer confidence continues to rise giving us all hope that the momentum will continue right on into next year. Early reports of distributor accessory shows indicate an optimistic outlook for accessory sales in 2005 on the part of the dealers.

The NMDA events in 2004 overall have been very successful. The back-to-back spring Strategic Planning Conference and Executive Conference took place in Phoenix, AZ in March. Though attendance was not quite at the level we had anticipated participation was still good and much was accomplished. The back-to-back STEP Purchasing Conference and MAATS Show drew record participation and were extremely successful events.

Coming January 16-20, 2005, the NMDA will hold its STEP Training Conference at the TradeWinds Island Grand Resort, at St. Pete Beach, Florida. This is a tremendous opportunity for both the distributor sales people as well as the vendors.

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Sales training is always important and the timing and location of this event should be ideal for the majority of distributors. In January business is still slow for most of us so pulling our sales people off the road or out of the office for a few days doesn't hurt nearly as bad as doing the same in early August when we still have a significant amount of business going on. Plus, the timing of training at the beginning of the season as opposed to the end of the season really makes a lot of sense as well. An added bonus this year is the opportunity to move the event to a new location. St. Petersburg, Florida in January should be pretty nice!

For those of you that are interested in participating in the Strategic Planning Conference, that event will take place at the same location January 14th -16th. Nancy has indicated that interest has been high and that many members, distributors, manufacturers and reps are signing up for committee work! It's not too late for you to help determine the future of NMDA by attending the Strategic Planning Conference immediately preceding S.T.E.P. Training.

We're really looking forward to a good turn out and we hope to see all of you and your sales people at STEP training in January!



Robbie Vititow
V & V Marine Products

Hazmat Shipping Info Available

Shipping hazardous materials is a risky activity, but necessary for many NMDA members. The regulations are complex and the cost of making mistakes are substantial. The FAA enforcement investigations have increased over 300 percent in the past year. The variety of products that qualify as hazmat makes things even more complicated.

There is a new product that was recently launched that can help you get through this maze. HazmatLaw.com, an online guide to the US hazardous materials transportation regulations provides a big-picture explanation of the US hazmat regulations from the business person's perspective. Updated daily, the website contains headlines and links to hazmat news stories and a section devoted to regulatory developments. The website addresses all major regulatory responsibilities faced by businesses that ship hazmat items, from the basics on classification and packing group designation to advanced topics such as regulatory exemptions and government enforcement.

Though many companies receive training on the more technical aspects of hazmat shipments there is sometimes a disconnect between what is learned in the classroom and how to make safe, prudent hazmat shipping decisions in the context of running a business. HazmatLaw.com is a resource designed to give executive decision makers added information when deciding on packaging, shipping and distribution strategies, rethinking how to reduce regulatory compliance costs, and defining the nature of relationships with a company's business partners.

The website is quite easy to navigate and begins with a simple "how to use this site" explanation. HazmatLaw.com is a public service from the Washington DC law firm of Cramer Law Group, PLLC.

2005 Distributor Show Dates

Coast Distribution Dealer Show

February 9 & 10, 2005
Rio Suites
Las Vegas, NV

C.C. Marine Distributors Dealer Show

October 2 & 3, 2005
International Centre
Mississauga, ON Canada

Keller Marine Dealer Show

October 25 & 26, 2005
Radisson Valley Forge
Valley Forge, PA

Marine 1One Dealer Show

November 7 & 8, 2005
Stardust Hotel
Las Vegas, NV

Payne's Marine Supply Group

November 12 & 13, 2005
Victoria Conference Centre
Victoria, BC Canada

Kellogg Marine Supply Dealer Trade Show

November 16, 17 & 18, 2005
Mohegan Sun Casino
Uncasville, CT

One of the most frequently asked questions we get at the NMDA office is, can you tell me when "so and so's" distributor show is? *If we do not have your show listed above, please email (info@nmdaonline.com) or fax (860.767.7932) the information to us ASAP.* We will put it in the next issue of the Journal as well as on our website.

Do Not Fax Update

As you know we have been working with the National Association of Wholesaler Distributors (NAW) on the Do No Fax regulations. The initial requirements were so onerous that as a business you would not be allowed to fax anything to a customer unless you had on file, their permission to fax them. This was the case even if they ASKED you to fax it to them.

With the recent elections, and the lack of activity on many pending bills, there was some movement from the government on this prior to the November 2 election. The Federal Communications Commission (FCC) did vote to grant the NAW Petition for Stay. The effective date for the new regulations has been postponed from January 1, 2005 to July 1, 2005. Therefore, no one needs to worry about obtaining consent-to-fax forms in the near term.

Unfortunately, the legislation to create a statutory permanent remedy for this problem met an obstacle in the Senate. The legislation (which passed the House unanimously in June) was reported by the Senate Commerce Committee, and was "hot-lined" to determine if it could be passed by unanimous consent in the Senate. The legislation was "cleared" on the Republican side, meaning all Republicans agreed to the bill's passage. Unfortunately, at least one Democratic Senator objected to consideration of the legislation, so it was not passed in late September. NAW is working with the Democratic Senator's office to try and determine why the Senator objected to the bill and to see if anything can be resolved and the bill passed before the session ends.

NAW will keep us posted on the progress and might ask for help contacting elected officials

S.T.E.P. 2005 Training Schedule

SUNDAY, JANUARY 16, 2005

9 AM - 5 PM	Registration
9 AM to 12 Noon	Board of Directors Meeting #2
12 Noon - 6 PM	Set Up Training Rooms
6 PM - 7 PM	S.T.E.P. Training - Opening Reception

MONDAY, JANUARY 17, 2005

8 AM - 12 Noon	Training Sessions
12 Noon - 1 PM	Lunch provided
1 PM - 6 PM	Training Sessions continue
PM	Evening on your own

TUESDAY, JANUARY 18, 2005

8 AM - 1 PM	Training Sessions
1 PM - 2 PM	Lunch provided
2 PM - 4 PM	Keynote Presentation by Dale Brown "Getting From Where You Are To Where You Want To Be"
4:30 PM - 8:30 PM	Games & Dinner "on the beach"

WEDNESDAY, JANUARY 19, 2005

8 AM - 12 Noon	Training Sessions
12 Noon - 1 PM	Lunch provided
1 PM - 6 PM	Training Sessions continue
6 PM - 10 PM	Exhibitor Move Out

THURSDAY, JANUARY 20, 2005

AM	Hotel Check Out
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THE TIMES ON THIS SCHEDULE ARE SUBJECT TO CHANGE. COPIES OF THE FINAL SCHEDULE WILL BE AVAILABLE ONSITE AT THE TRADEWINDS ISLAND GRAND RESORT REGISTRATION DESK BEGINNING SUNDAY MORNING AT 9 AM. THE REGISTRATION DESK WILL BE LOCATED IN THE "GRAND PALM COLONNADE CONFERENCE CENTER" (DIRECTLY PAST THE HOTEL LOBBY).

Strategic Planning Conference Schedule

FRIDAY, JANUARY 14, 2005

All Day	Hotel Arrival & Check In
5 PM - 10 PM	Board Meeting #1 (Working dinner meeting)

SATURDAY, JANUARY 15, 2005

9 AM - 12 Noon	Committee/Task Force Meetings
12 Noon - 1 PM	Lunch for those attending Strategic Planning Conference
1 PM - 5 PM	Committee/Task Force Meetings
5:30 PM - 9:30 PM	Dinner "at the beach"

SUNDAY, JANUARY 16, 2005

9 AM - 12 Noon	Board Meeting #2
Afternoon	On Your Own

see above for S.T.E.P. Training Sunday schedule

COMMITTEE AND TASK FORCE MEETINGS WILL INCLUDE S.T.E.P. (BOTH TRAINING & PURCHASING), STRATEGIC PLANNING, MEMBERSHIP, SUPPLIER OF THE YEAR, COST STUDY AND XML/BAR CODE. EVERY EFFORT WILL BE MADE TO ASSIGN YOU TO A COMMITTEE THAT YOU HAVE REQUESTED.

S.T.E.P. 2005 Training Sponsors

Thanks to the generosity of several NMDA members we have been able to keep the cost of S.T.E.P. Training incredibly affordable! One of the committee's goals is to increase the number of distributor salespeople in attendance - and it was thought by keeping registration fees nominal, more people would attend. That seems to be the case!

Teleflex Marine has underwritten the cost of our keynote speaker, Dale Brown. His presentation, "Getting From Where You Are to Where You Want to Be" promises to be full of useful tips for all! Dale has told us "you'll laugh until you learn!"

He offers an entertaining, high energy program aimed at helping us multiply accomplishments; maintain focus on what's really important; keep stress in check all the while helping those around you become more productive and successful. For more information visit www.dale-brown.com.

Moeller, Sea-Dog Line and **TaylorMade** will be sponsoring the lunches on Monday, Tuesday and Wednesday. We are most grateful to these companies for agreeing to be sponsors at the 2005 S.T.E.P. Training Conference.

There are still sponsorship opportunities available - from coffee in the morning to fun and games on Tuesday evening! Please call Nancy at 860.767.7898 for further information.



The National Marine Manufacturers Association, in conjunction with NMDA has a new exciting E-Commerce solution, the Marine Data Exchange. MDX was designed to allow flow through communications of business documents, such as purchase orders, invoices and shipping notices as well as documents such as engineering drawings.

MDX will:

- *provide direct point-to-point electronic communications
- *(PC-to-PC) between manufacturers and customers
- *enable automation with optional system integration
- *improve accuracy of information
- *reduce paperwork
- *eliminate manual data entry errors
- *eliminate errors due to illegible hand-written characters
- *eliminate lost invoices
- *speed up the invoice payment schedule
- *verify shipment receipt
- *eliminate need for follow-up telephone calls
 - increases office staff efficiency
 - reduces long-distance telephone bills
- *verify better than "read receipts" which are not available through all email services
- *bypass email restrictions such as spam blocking and virus filtering
- *provide a short return on investment - likely to pay for itself in a matter of months

MDX brings supply chain efficiencies to manufacturers and customers helping to ensure the continued success of the entire marine industry. Currently the system is being beta-tested by distributors and manufacturers. To find out more, please contact Nancy at NMDA or Janice Ilg at NNMA (jilg@nmma.org), 312.946.6217.

