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Dealership Certification Program Announces 2009 Online Launch

Workshop Schedule

Web-based workshops help reduce costs, simplify Certification process for dealerships

CHICAGO, December 11, 2008 - - In response to current economic conditions and with the utmost concern for marine dealerships in mind, the Marine Industry Dealership Certification program is implementing a series of online Launch Workshops beginning in January 2009 that are designed to reduce costs to program participants and make it more convenient than ever for dealerships to earn the “Marine Industry Certified” designation.

Attendance at a Launch Workshop is the first step for all dealerships that wish to get started on the Certification process. During the Workshop, program requirements are explained in detail and dealerships are provided with tools necessary to complete the Dealership Certification program.

“The new web-based workshops provide exactly what the dealers themselves told us they wanted: A quality program with an eye toward keeping the dealers’ program costs

as low as possible,” explains Phil Keeter, president of the Marine Retailers Association of America (MRAA) and vice president of Marine Certification Inc.

The online format opens up the possibility of allowing more dealership personnel to participate, as numbers may have been previously limited by dealers due to travel and budget concerns. In addition to saving on travel costs, web-based workshops are often less disruptive to participating dealers; they can take part in the workshops on their office computer, in the comfort of their own dealership. Web-based workshops will be conducted in two segments over the course of two consecutive days, allowing dealers to participate in the program’s first steps while attending to customers during normal business hours.

“After facilitating more than 40 regional Marine Industry Dealership Certification Launch Workshops, we’ve learned how to effectively capture that experience in an online, interactive format and provide a comparable educational workshop that is less costly for the dealers to participate,” echoes Robert Williams of Five Star Solutions LLC, which conducts the Launch Workshops and on-site Dealership Certification program visitations.

Upcoming web-based Launch Workshops dates include:

- January 20-21
- February 24-25
- March 17-18
- April 7-8
- April 21-22
- May 12-13

To register for any of the Launch Workshops listed above, please visit

DealerCertification.org or call (800) 975-7894.

The Marine Industry Dealership Certification program was first developed in 2005 by dealers, for dealers and focuses on the major areas impacting consumer satisfaction and dealership excellence—operations, facilities, professional sales/service processes, customer satisfaction and employee training/satisfaction. To date, a total of 425 dealerships have earned the official “Marine Industry Certified” designation.

Marine Industry Dealership Certification is part of the industry’s Grow Boating Initiative, an integrated effort among organizations with an interest in the recreational marine industry to promote the boating lifestyle and improve the boating experience. A strategic set of programs focusing on all areas of boating including water access, dealer and product certification, marketing, and research is designed to increase participation in boating and improve sales of marine products and services. For more information, visit GrowBoating.org.

For more information about the Marine Industry Dealership Certification program, contact Dealership Certification program director Terry Leitz at (312) 946-6500; tleitz@nmma.org, or visit DealerCertification.org.

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