

BOB SAXON Consultancy



For immediate release

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Marina Mile Association Engages Bob Saxon As featured Speaker for March Meeting

Solid Solutions for a Tough Market: Presentation and Round Table

16 March 2009, Fort Lauderdale, Florida: The **Bob Saxon Consultancy (BSC)** announces today that the **Marina Mile 84 Association (MMA)** of Fort Lauderdale has engaged **Bob Saxon** as their featured speaker for their March 19th breakfast meeting. Bob will tackle the tough marketplace with dynamic strategies that offer workable solutions to staying afloat during these unprecedented market conditions. The event is being held on Thursday, March 19, 2009 at the Ramada Inn, 2275 Marina Mile Boulevard (SR 84), Fort Lauderdale, Florida.

“Each month, we strive to put dynamic speakers in front of our diverse audience,” says Margaret Croxton, Executive director of MMA. “When I approached the board about the right guy to squarely address what the real situation is in the industry and economy, they said, ‘Get Bob Saxon; he’ll tell us what will really work in the marine industry today, tomorrow and in order to weather this crisis.’”

Earlier this year, Bob addressed the **United States Superyacht Association (USSA)**. His presentation “Ten Strategies to Generate Business” was both well received and circulated amongst the large yacht industry’s top tier management. His presentation for MMA, “Positioning and Planning For Your Company to Survive and Thrive as the Market Recycles” is expected to create similar buzz by offering verifiable solutions for the industry’s perilous stagnation.

Following the presentation, breakfast attendees will have the opportunity to discuss in further detail those strategies Bob sets forth and to work together on initiatives to keep their respective companies viable.

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About the Bob Saxon Consultancy

For more than 30 years, Bob Saxon has pioneered many of the large yacht industry's most progressive business practices and tactics. Today, the Bob Saxon Consultancy offers its critical advisory services to yacht manufacturers, brokerage, charter groups, owners and industry associations in order to promote and protect business development, operations and management in the global yachting marketplace.

About Marina Mile Association

The Marina Mile 84 Association is a non-profit organization committed to serving and enhancing marine related businesses along the State Road 84 corridor and New River area and to promoting the economic development in this region. Its mutual goal is to provide an environment that allows it to offer a complete range of marine services in a centralized location for boaters and yachters. For additional information regarding membership and economic development in the Marina Mile District, call Executive Director, Margaret Croxton, at 954.494.1900.

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