

# Challenges and Solutions in



## Super Session at IBEX Tampa, Florida

Monday, September 30, 2019 - 8:30 a.m.–5:00 p.m.

Presented by: **NMMA**® In cooperation with:  **IBEX**  
and the Recreational Boating Leadership Council Workforce

### 8:30 a.m. **REGISTRATION**

### 9:00 a.m. **OPENING REMARKS**—Julie Balzano, Sr. Director Workforce Development, NMMA

On the surface, the recreational boating industry is performing well. But, take a closer look and it becomes readily apparent that it is facing a critical shortfall of qualified workers. In fact, workforce challenges are now a top concern for many marine businesses. Currently, there are more than 35,000 open jobs in the U.S. marine industry and recruiting workers is harder than it has ever been in the past decade.

Attracting and retaining qualified workers and connecting the marine industry with existing programs and resources is the key to job growth and sustainable employment in marine manufacturing, service and retail.

## 9:15 a.m.–9:45 a.m. **GROWING THE WORKFORCE—A COLLABORATIVE EFFORT**

Confronting the future of workforce development in the marine industry is no simple task. Our industry needs a vibrant, skilled workforce to remain viable. And while many in the industry are already taking action to attract new workers, numerous factors and economic indicators need to be considered when formulating your own workforce development strategy. This opening session will offer a macro perspective that explores these factors (automation, job readiness, demographics, new technology), and examines important workforce data.

**Speaker:** Steve Kitchin, Vice President of Corporate Education and Training, New England Institute of Technology

## 9:45 a.m.–10:45 a.m.

### **RAISING CAREER AWARENESS OF THE BOATING INDUSTRY—ATTRACTING THE NEXT WAVE OF WORKERS**

Recreational boating desperately needs workforce marketing and branding to attract the next generation of workers from all educational levels and backgrounds. To begin, we need to understand our target audiences, and learn what other industries are doing to connect with students, parents, veterans and educators about career and job opportunities in manufacturing.

Our panelists will share existing programs that have been implemented to promote modern manufacturing and discuss new approaches to growing manufacturing talent.

#### **Speakers:**

- Jennifer R. Curry, Ph. D. Professor, School of Education, LSU
- Brig. Gen. (ret) Marianne Watson, Director of Outreach, Center for America
- Amanda Bowen, Exec. Director, Manufacturers Assoc. of Florida

## 10:45 a.m.–11:00 a.m. **Coffee Break**

## 11:00 a.m.–12:00 p.m. **A CASE STUDY: REVIEWING WHAT WORKS**

Case studies bring work to life by sharing real world stories. This session will examine real-life examples of how marine industry businesses are actively and successfully addressing workforce challenges. You'll gain insight to assist you with the development of your own in-house strategy.

Speakers: 10 minutes each followed by Q & A

- **Regulator Marine**—IMPACT—A faith-based mentoring program. *Keith Stevens, VP, Operations*
- **Safe Harbor Marinas** – Investing in the future of marina employees. *Jeremy Rose, Regional VP*
- **Marquis Yachts**—Work release program. *Sasha Welsolowski, HR Director*
- **Evinrude**—Donation & hands on training to address technician deficiencies *Jeff Wasil, Engineering Manager*
- **Regal Marine Industries** – Regal University. *Carolyn McMorran, Asst VP, Valencia College*



## **12:15p.m.–1:15p.m.: BUFFET LUNCH - LEARN ABOUT “SALTY JOBS”: AN EDUCATIONAL VIDEO SERIES**

In response to the marine industry’s growing need for skilled tradesmen, the Marine Industries Association of South Florida (MIASF) has produced an educational video series that highlights the many employment opportunities and career paths available in the marine industry. The video series is shown in K-12 public schools, colleges, and universities, at state-funded CareerSource Centers, at meetings and events.

Salty Jobs host Sean Smith will present on the use of video and technology in recruiting the next generation of skilled workers. In addition to the creation of Salty Jobs, Sean will discuss what the MIASF has done locally to capitalize on the industry awareness created by the video series, and how this can be replicated by marine trade groups throughout the country.

**Speaker:** Sean Smith, Director of Development, MIASF

## **1:15 p.m.–1:30 p.m.: TRAIN THE TRAINER**

Our industry is constantly innovating, and the training field can change fast—which makes training for trainers crucial. This session will discuss the importance of “train the trainer”, the myriad of different industry training programs the industry currently offers, and best practices for replication.

**Speaker:** Dave Broadbent, Assistant Education Director, ABYC

## **1:30 p.m.–1:45 p.m.: APPRENTICESHIP PROGRAMS: SHOWING THE ROPES**

An apprenticeship is a system of on-the-job training for a new generation of practitioners of a trade or profession, often with accompanying study. It is a time-tested approach to develop skilled labor, gain a pipeline of loyal skilled workers, increase productivity, and improve the bottom line. This session’s speaker is a real-life apprenticeship success story, instrumental in creating Yamaha Marine University. He will discuss what works and what doesn’t work and leave you with action items to create your own in-house program.

**Speaker:** Joe Maniscalco, Marine Services Division Manager, Yamaha (Yamaha Marine University)

## **1:45 p.m.–2:00 p.m.: SET A COURSE: HOW TO DEVELOP AND TRAIN FOR SOFT SKILLS**

Hiring managers typically look for job candidates with both specific hard skills and soft skills. Soft skills, however, like a good work ethic, positive attitude and communication skills are more difficult to develop. A job applicant with effective soft skills is 75% more likely to have long-term job success. Hear from a leading soft skills training expert from [CareerEdge Funders](#), a national-award-winning workforce and employer-led initiative, as to how they work with community members to help them develop the soft skills needed to land their next job.

**Speaker:** Mireya (Castillo) Eavey, Exec. VP of CareerEdge & Education Initiatives at the Greater Sarasota Chamber of Commerce/Career Edge Funders Collaborative



## **2:00 p.m.–2:30 p.m.: KEEP A SHARP LOOKOUT: WORKFORCE DEVELOPMENT ADVOCACY**

Laws that affect manufacturing, immigration, educational funding, employment and labor issues are of particular interest to the boating industry. Many industry stakeholders believe that U.S. employment and labor laws should support the creation of domestic manufacturing jobs. This session will discuss what the industry is doing to support this effort at the government relations level, which issues are of top priority and ways that your business can get involved.

**Speaker:** Nicole Vasilaros, Sr. V.P., Government and Legal Affairs, NMMA  
Peter Schrappen, V.P. & Director of Gov't Affairs, Northwest Marine Trade Association

## **2:30 p.m.–2:50 p.m.: Coffee Break**

## **3:00 p.m.–4:00 p.m.: SHAKE A LEG: SPEED DATING WITH REGIONAL INITIATIVES & PROGRAMS**

Your state, local associations and organizations are among the best resources to use to overcome the workforce challenges in your respective businesses. During this interactive session, you'll connect with regional initiatives and programs already in place. To begin, we'll introduce the partners in attendance and then give you 10 minutes to meet in small groups so you can ask targeted questions to those partners of interest to you.

- Susan Zellars, Executive Director, Marine Trades Assoc. of Maryland
- Amanda Bowen, Executive Director, Manufacturers Assoc. of Florida
- Peter Schrappen, V.P. & Director of Gov't Affairs, Northwest Marine Trade Association
- Sasha Welsolowski, HR Director, Marquis Yachts
- Nicki Polan, Michigan Boating Industries Association
- Carolyn McMorrان, Asst. VP, Prof & Continuing Education, Valencia College
- Sean Smith, Director of Development/Salty Jobs, MIA SF
- Mireya Eavey, EVP of Career Edge at The Greater Sarasota Chamber of Commerce
- Wendy Mackie, CEO, Rhode Island Marine Trade Association
- Mike Esterline, Marine Service Technologies Instructor, Ft. Myers Technical College
- Richard Downs-Honey, President, The Landing School

## **4:10 p.m.–4:40 p.m.: FULL SPEED AHEAD. LET'S TAKE ACTION!**

As we wrap up, we'll collectively review the key points of the day's sessions and discuss how to move forward. You're invited to join us in a simple, interactive exercise designed to promote frank, honest feedback about the information shared throughout the day's summit.

You'll be asked to download an app beforehand that will allow you to actively participate.

## **4:45 p.m. CLOSING REMARKS**

Before you depart, be sure to grab your complimentary copy of the NMMA's new *BEST PRACTICES REFERENCE GUIDE: SOLUTIONS FOR WORKFORCE DEVELOPMENT*. This is a new reference tool which simplifies for you much of what was discussed during this super session.



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Questions/comments:

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