



New Orleans, LA Downtown Marriott  
October 13<sup>th</sup>-14<sup>th</sup>

## 2011 DEALER Seminars

Thursday, October 13<sup>th</sup>

Time	Seminar Name	Vendor	Speaker	Room #
8:00 am - 8:45 am	<b>Electrical Systems</b> <ul style="list-style-type: none"> <li>DC-simplified battery management</li> <li>AC-understanding ELCI</li> <li>Additional show promotion to attendees</li> </ul>	Blue Sea Systems	Kevin Lacy	Gallery 6
9:00 am - 9:45 am	<b>Fuel Systems</b> <ul style="list-style-type: none"> <li>EPA compliant Portable Fuel Systems</li> </ul>	Attwood	Brain Scott Dallas Hodges	Gallery 6
10:00 am - 10:45 am	<b>Auto Trim Tab Systems</b> <ul style="list-style-type: none"> <li>Auto-Glide Boat Control</li> <li>Free promo to attendees</li> </ul>	Lenco	Todd Smith Johnny Thomerson	Gallery 6
11:00 am - 11:45 am	<b>Plastic vs. Aluminum Fuel Tanks</b> <ul style="list-style-type: none"> <li>Review 2011/2012 EPA/CARB Evaporative Emissions Regulations/Timelines</li> <li>Extra discount to attendees</li> </ul>	Moeller	Kit Rehm	Gallery 6
12:30 pm - 1:15 pm	<b>Audio Systems</b> <ul style="list-style-type: none"> <li>Professional Audio installs</li> <li>Free gift to attendees</li> </ul>	Audiopipe	Rey Ulloa Luis Perez	Gallery 6
1:30 pm - 2:15 pm	<b>Electronics</b> <ul style="list-style-type: none"> <li>New for 2012</li> <li>Drawing for attendees</li> </ul>	Lowrance	Mark Sullivan	Gallery 6
2:30 pm - 3:15 pm	<b>Marketing &amp; Advertising 2012</b> <ul style="list-style-type: none"> <li>How to reach more consumers</li> <li>How to sell more accessories</li> </ul>	Discount Marine Mart and Ship Shape TV Join forces	John Graviskis Tom Wallis	Gallery 5
2:30 pm - 3:15 pm	<b>Green Boatyard/Marina Initiative</b> Achieving local and state environmental compliance and reducing liability exposure <ul style="list-style-type: none"> <li>Acetone replacements</li> <li>Direct release cleaners</li> <li>dust-free abrasives and tools</li> <li>pad rental and recycling</li> <li>water-based compounds and polishes</li> <li>additional show promotion to attendees</li> </ul>	Composite Systems Inc.	Joe Parks	Gallery 6
2:00 pm	<b>SHOW REGISTRATION OPENS</b>			
6:00 pm - 8:00 pm	<b>RECEPTION</b>			
3:00 pm - 9:00 pm	<b>DONOVAN DEALER DAYS SHOW OPEN</b>			

		<b>Friday, October 14<sup>th</sup></b>
8:00 am		<b>SHOW REGISTRATION OPENS</b>
8:00 am - 9:00 am		<b>Discount Marine Mart and Ship Shape TV Seminar - Room #Gallery 5</b> Marketing & Advertising 2012 - How to reach more consumers -How to sell more accessories
9:00 am		<b>SHOW OPENS</b>
6:00 pm		<b>SHOW CLOSES</b>
		<b>THANK YOU FOR ATTENDING</b>