



# TMTA NEWS

## PRESIDENT'S MESSAGE

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### Officers and Directors for 2005/06: Officers:

President- Ken Knull  
 Vice President- Keith Ruse  
 Secretary- Onna Grim  
 Treasurer- Martha Heric

### Directors:

Janice Clark, Membership  
 Eleanor Cash  
 Lynn Haynie  
 Guy Sorensen  
 Don McCann, temporary  
 editor, Newsletter

I hope you all had a great Holiday season and are ready for a prosperous New Year. Our Board of Directors met on January 5, 2006, to continue to press forward with our key agenda items. There will be several articles relating to the education situation, the Boat Tax initiative, and our strategic plan that are worth reading. All will be discussed at our meeting on January 18th.

First of all, there is a meeting at Lancaster High School on January 13, 2006 at 9:00 AM concerning the high school marine apprentice program that will hopefully be offered in the next school year. The school board is asking for an industry commitment (e.g. hiring the kids in the curriculum for summer work, providing old engines, etc. to work on in class) to make this program viable. We have all been feeling the need for qualified employees and getting semi-skilled employees for summer work has been only a dream up to this point. We would like as many marina and boat yard companies

represented as possible for this meeting. Please try to send a representative.

I wanted to emphasize a couple of educational opportunities that exist right now for classes that start in February. So far, the enrollment is low despite the fact that the costs have been significantly reduced. Four ABYC Courses are being taught at RCC in February, they include Basic Marine Engines, Diesel Engine Certification, Gasoline Engine Certification and Electrical Certification. This is a time of year when you can best afford to send a technician out for a week or so and getting an ABYC Certification translates directly into higher skill levels and permits you to reasonably increase labor rates to the customer. Please consider this and see if you don't have someone who might benefit from the courses and thereby help you increase your company's bottom line. To get more information on these courses, please contact Terry Drumheller at RCC at 804-333-6755.

There is also the Outboard and Inboard/Outboard Course that Grid Michael is teaching at RCC on the college credit side of the school. Currently enrollment is still low but the course is a good one and worth investigating. Don't take too long as it is scheduled to be offered in early February as well. The cost is minimal (<\$300) and the student will be taking the courses on Tuesday and Thursday evenings and Saturdays so it won't affect your work output at all. To find out about this course contact RCC at 804-758-6740.

I won't be able to attend the meeting on the 18th but Keith Ruse is ready to step in and keep the momentum going. Don't miss the meeting as you will also be voting on whether to change the by-laws to allow non-marina/boatyard members to be full voting members per the mailing that was sent out last month. If you cant attend, please be sure to designate a proxy to vote for you. Best Regards, Ken Knull

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THE NEXT MEETING IS WEDNESDAY JANUARY 18TH  
 OUR SPEAKER IS TOM MURRAY, WHO WILL PRESENT AN  
 OVERVIEW OF HIS TRANSIENT BOAT SURVEY

- Pilot House Restaurant, Topping, VA Call (804) 462-7018 to make your reservation. If there is no answer, please leave a message!
- Guest Meal Fee: \$15.00
- Menu: Fried Chicken, Hamburger Steak, Baby Potatoes, Salad and a yummy dessert.
- PLEASE BE SURE TO CALL FOR RESERVATIONS AT LEAST BY MONDAY SO THAT THE PILOT HOUSE CAN BE READY FOR US!

## EDUCATIONAL UPDATE

### EFFECTIVE TRAINING TECHNIQUES

There seems to be a convergence of the Atlantic Boat and Yacht Training School (ABYTS) with TMTA. ABYTS has provided the initial vision, and a platform from which we have created several educational venues. The ABYC certification courses offered at RCC are a shining example of that initiative. As of this newsletter, we are actively involved with the high school marine services technology program. More about that on page 5. The one component that has not been thoroughly addressed, however, is that of intermediate training.

We are fortunate then, to have another article in a series submitted by Ken Rusinek, of the Landing School, which addresses his argument for continuing education.

*What is the most effective way to train employees?*

*Once an employer has made the financial and time commitment to train employees, the next decisions are: What level of training and what type of training?*

*The level of training depends on the employee and employer's, needs. New-hires and entry-level employees typically need very basic training: tool use, basic procedures and techniques, company policies, etc. This is especially true in a tight labor market where the new-hire may come from a different industry and have little, if any, marine experience.*

*Intermediate level employees typically need to develop particular skill sets in one or more technical areas. For instance, an employee on track to do electrical work may need training in crimping and wiring techniques, a basic understanding of circuit theory, and an introduction to industry standards.*

*Finally, experienced, advanced employees are typically being trained to learn proprietary techniques for a specific piece of equipment or to gain standards-based certification in an area of expertise. For instance, continuing with our electrician example, an employee might take the American Boat & Yacht Council (ABYC) Electrical Certification review course and exam.*

“The level of training depends on the employee and employer's, needs”

## EDUCATIONAL UPDATE

*training is more resource intensive than lecture-based training; it is expensive and time-consuming to develop the necessary hands-on labs; sometimes expensive materials are consumed in student projects; time needs to be allocated for students to make mistakes and achieve necessary levels of competence; lab materials need to be inventoried, maintained and transported to the training site; and the student-to-teacher ratio must be kept low for experiential training to be effective.*

*For all these reasons, employers tend to gravitate toward lecture-based training; it appears to be cheaper, and employees are away from their jobs for shorter periods of time. However, the wrong type of training for a great price is still the wrong type of training, and, in the long run, not cost-effective.*

*In reality, the most suitable and cost-effective training experiences share several common characteristics:*

*The training combines both theoretical and experiential, hands-on elements. The required level of training, and the subject matter, determines the balance between theoretical and experiential elements.*

*The subject matter is tailored to the needs of the students. Students are more receptive to learning if the connection between training and their daily job is readily apparent.*

*The training is provided at a local site. Local, on-site training minimizes travel expenses (for employees) and the disruption of employees' personal schedules.*

*For more information on customized, cost-effective training from the Center for Continuing education, visit the Landing School website, or contact Ken Rusinek, Program manager at:*

*“Lecture-based training can be enhanced with demonstrations, interactive student activities, and electronic delivery tools...However, lecture-based training usually falls short in teaching hand skills and techniques.”*

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## MORE EDUCATION

....."we cannot ignore the fact that even if we could find enough younger technicians and managers to replace those retiring or leaving our industry there is sometimes no way to replace or even substitute for, the experience of those leaving...."

### UPDATE ON COMMITT

*As you may recall from the December Newsletter, a brief overview was presented regarding the Conference on Marine Industry Technical Training (COMMIT) and the creation of the Marine Industry Technical Education Council (MITEC). Because of our commitment to improved education in the marine trades, the board elected to send a representative to this year's conference. Keith Ruse, Vice-president and chairman of the educational committee will be attending the two day conference later this month. Here is the press release about the keynote speaker:*

"Dr. David DeLong, workforce development expert and a former senior editor of *MotorBoat* magazine has been selected as the "kick-off" keynote speaker for the 2006 Conference on Marine Industry Technical Training, COMMIT organizers reported in a recent release.

Skip Burdon, president of the American Boat & Yacht Council - which co-produces COMMIT with the National Marine Manufacturers Association and *Professional BoatBuilder* magazine - said the addition of DeLong to the roster of speakers will help round out the agenda of what will be an important conference.

"As we begin a new year, we cannot ignore the fact that even if we could find enough younger technicians and managers to replace those retiring or leaving our industry there is sometimes no way to replace or even substitute for, the experience of those leaving, the knowledge of how things get done, or their relationships - both personal and professional," Burdon said. "We are confident that the combination of our previously scheduled speakers, and Dr. DeLong as our keynote speaker, will lead to two informative, motivating and productive days."

"We know that Dr. DeLong will not only set the tone for this year's conference, but empower attendees to analyze their own organizational situations and get involved in the effort to attract, recruit and retain a highly proficient and effective workforce," Carl Cramer, publisher of PBB and co-Director of IBEX said.

DeLong is president of David DeLong & Associates, a consulting firm based in Concord, Mass. that specializes in knowledge retention and workforce development solutions. He is the author of the book *Lost Knowledge: Confronting the Threat of an Aging Workforce* and has spent four years researching the problem of changing workforce demographics. He is a research fellow at MIT's AgeLab and an adjunct professor at Babson College where he teaches an MBA course on "Leading and Managing Change."

"The COMMIT '06 co-producers are thrilled to have Dr. DeLong kick-off this year's COMMIT," NMMA president Thom Dammrich said. "He is a dynamic speaker who will lend much insight into how the marine industry can retain critical knowledge and build future workforce capabilities."

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## MEMBERSHIP STATUS

**As a reminder, we will be voting whether to Change the By Laws in order to Eliminate Associate Members, thereby allowing all marine oriented businesses equal status in this organization**

The intent is to expand our sphere of influence and encourage membership growth. However, in order for a change in the bylaws to occur, three fourths of the attending members must vote in favor of the amendments. If you can't attend, please be sure to designate a proxy to vote for you

## High School Curriculum Update

*“It is critical for industry representatives to be in attendance at this meeting. “*

*The high school curriculum (now referred to as the Marine Service Technology Program) is slowly moving forward. Several committees have been meeting to insure that classes are offered this fall. As it now stands, the course will be 36 weeks -3 hours per day, five days per week. Credits awarded students are 4 high school credits per year and 6 dual enrollment credits per semester. RCC will obtain 2 instructors and arrange for training. (money for training has been offered by the VDOE and ABYC).*

*A student interest survey was sent on January 3, 2005, to all high schools in participating divisions. The classes will be offered at the Carrier and Technology School in Warsaw, and the newly completed Workforce Development area of RCC in Glens. Each site, RCC and C&T, is preparing an inventory of existing tools and equipment and what will be required by the industry to support the implementation of the program for the fall of 2006.*

*The next committee meeting is this Friday, January 13, 2006 at 9 am. The meeting will be held at the Lancaster County School Board office., located at 2330 Irvington Road, Kilmarnock. (This is Route 200 halfway between Irvington and Kilmarnock) It is critical for industry representatives to be in attendance at this meeting. Each participating school division will send a high school guidance counselor and Career & Tech educator to this meeting.*

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## THE TRAILING EDGE

*Late last fall the board suggested that we consider forming a committee to provide a strategic plan as to how this association of marine oriented businesses views ourselves and, perhaps more importantly, how we interact with our community. There is no doubt that this industry is a major contributor to the tax base of Virginia's tidewater. So then how do we expand our horizons and help contribute to the national Grow Boating initiative? Well, we begin by actually forming that committee. It should be comprised of at least one elder statesman with a corporate history of the association, and several general members who recognize that this organization can help to shape the future of boating in the area.*

*To that end, I have included an article from Boating Industry Magazine, which addresses an issue that is beginning to resonate throughout the coastal areas of the nation. We should not lose sight of this ball.*

The biggest challenge facing the boating industry today is preserving and growing water access. If that challenge is not met, adding and retaining new boaters will become increasingly difficult. Access is like a sieve, with countless holes to be plugged. The boating industry is losing small numbers of slips in boating communities across the country. And over time, they're adding up to become a major obstacle to industry growth.

Just look at the situation in Florida. Though other states like New York, North Carolina and California are starting to feel the impact of declining access, Florida, with its one million registered watercraft, should be a warning beacon for other boating regions.

The good news is that awareness of the need to preserve and grow access is increasing both within the industry and among the general public. Thus, while a formal tally of access lost or gained is still lacking, newspapers in boating communities have been following the issue closely.

Here are a few recent news items that illustrate the challenge the industry faces when it comes to water access. In Florida's Pasco County, which has almost 25,000 registered boats, there are only three public boat ramps. On weekends, hundreds of boaters get in line to use them and many are turned away, according to a recent report on *TBO.com*.

Between Pasco and Pinellas County, there are only a handful of public marinas. Pinellas, which has over 50,000 registered watercraft, lost over 1,000 wet slips to condo developers last year, the newspaper reported.

Slip rental rates at those marinas that are left are unaffordable for many boaters - and for those that can afford them, there is often a waiting list stretching several years.

"The average working guy with a boat who wants to spend the weekend on the water is getting forced out of marinas and boat ramps," Joe Lewis, president of the Marine Industries Association of Florida, told the newspaper. In Manatee County, there were seven county owned public boat ramps with 11 lanes for launching as of New Year's Day, 1976, and boaters often waited in line on busy days, according to a recent article in the *Bradenton Herald*.

On New Year's Day 2006, there are still seven county owned public boat ramps with a total of 13 lanes, the newspaper reported. Meanwhile, the number of privately owned boats has increased dramatically. Good news on the access frontline is rare but welcome. In a recent announcement, Bellingham Marine reported that it has provided the docks for a new 210-slip marina in Palm Coast, Fla.