



# The Marine Assistance Industry Journal

Volume V; June 2011

## CHAIRMAN'S ADDRESS:

First half of 2011 in review-



I know that most of you will not be reading this as you are diligently finishing off-season repairs/improvement projects and vessel outfitting for the upcoming season. I think we are all looking for an upturn in business with the slow recovery of portions of the economy. I can report a much better 1<sup>st</sup> quarter here in FL that last year as a result of the improved weather (sorry snowbirds). The biggest concern we are facing in the short term seems to be fuel prices, as limiting our activities and keeping the boaters closer to home. No matter what you are preparing for this season, be assured that C-PORT will be working diligently on our ongoing projects and keeping an eye out for the periodic fires that need to be controlled should one of our representatives temporarily forget what our industry does to support the waterfront community.

I would like to sincerely thank our membership for their participation in this year's C-PORT conference. This was the first West Coast event we have had since Las Vegas 4 years ago and the feedback from the attendees is 4-5 out of 5 across the board. I would also like to thank our vendors for their continued participation. Their support of the conference proves commitment to what we do and I encourage everyone to break out of your routine and shop these supporting vendors. I can assure you that our conference vendors will welcome your inquires and business and go the extra mile to gain your trust. The speaker list over the 2 days was terrific, from how to use Facebook to how to successfully work *with* insurance companies and adjusters to successfully resolve claims. The NASBLA BOAT program presentation generated some of the most interest and Mr. Mark Dupont answered all the questions and concerns. The business strategy session was very informative and brought to light some of the business items we all need to be considering as we move forward. Rescue, Recover, Re-warm was an investment of less than 2 hours that has been proven to save countless lives. Capt. Dave McBride, Chief, USCG Office of Search and Rescue, was again in attendance and has become a good friend and advocate of our industry unequalled in our 25 years. One of the most entertaining banquet speakers we have had in a long time was Mauricio Garrido, President, T&T Bisso. Gabe Kinney former USCG SAR Chief represented the AFRAS award for the first time at a C-PORT event and we look forward to a long term relationship with that organization. Look for information on our 25<sup>th</sup> Anniversary Conference and plan now to attend as it will be an event to remember.

I would like to wish you all the best of luck this summer and please keep these important lesson learned in mind while on the water this year:

- Wear your lifejackets, and be sure your EPIRB's are current. Invest in PLB's they are the difference between a story and a headline.
- Cell phone usage along with other distractions has claimed multiple lives already this year. Invest in a hands free device and avoid texting while running your boats.
- Be aware of boaters as they are getting back on the water after a long time off, give them a little extra space.
- Establish the highest level of professionalism when dealing with customers, competitors, and partners on the water.
- Be sure to keep our boaters happy, without them we are adrift.

My best wishes to you all this summer,

Chris Shaffner, Chairman