

January 1, 2009

## **RE: New Changes with the CMM Program!**

Dear CMM,

At the annual CMM meeting last January at the International Marina & Boatyard Conference, the CMMs in attendance endorsed a number of new initiatives. The most important of these is an annual re-accreditation process which will follow AMI's fiscal year of October 1-September 30.

The goal of re-accreditation is to maintain a credible list of CMMs in good standing while supporting the CMM program and its graduates. This process would uphold the high levels of standards that are expected of those who have graduated from the program while supporting CMM graduates as they continue to grow and achieve higher levels of recognition globally. The re-accreditation process was developed by The International Marina Institute (IMI) Advisory Committee, representing the Association of Marina Industries (AMI), and was approved by the full AMI board. IMI is a subsidiary of the Association of Marina Industries.

### **Annual re-accreditation process**

To ensure an accurate and credible list of CMMs in good standing and encouraging continued professional development in the marina industry, CMMs are now required to complete the following on an annual basis:

- Complete the equivalent to 10 hours of marina-industry training annually. IMI will accept hours from most educational offerings such as training, workshops, conferences or post-secondary schooling. Attached, you will find additional details about the contact hour requirements and the tracking form for these hours.
- Submit a professional profile for posting on the CMM networking website. This can be done either by completing the form enclosed and faxing it back to the number indicated on the form or by obtaining the document by visiting the AMI web site, [www.marinaassociation.org](http://www.marinaassociation.org) and e-mailing it to [imitraining@marinaassociation.org](mailto:imitraining@marinaassociation.org). This information will be used to set up your personal profile on the CMM networking website. This site will hold your most recent professional information, while showcasing the CEUs, marina training, and projects you have achieved throughout the year.
- Payment of an annual re-accreditation fee-\$100  
FOR INTERNATIONAL: 50% of your fee will be returned to IMI's training partners (MIAA or BMF) for investment in the CMM program in your area.
- Maintain active AMI/ IMI (international) membership (either individual or through your marina)

The annual re-accreditation is an important step to ensuring that all of you who have reached the pinnacle of marina management continue to represent yourselves with the highest levels of professionalism. By showcasing your achievements and background, we can sustain the momentum and recognition that the CMM program and its graduates have received over the last few years.

### **How re-accreditation helps you.**

Participating CMMs will have access to a number of new and exciting programs. These include:

Online CMM Forum: begin networking with other CMMs through this new venue! The CMM forum will be available to *CMMs only*, which ensures that you will be discussing topics with marina managers who have gone through and maintain the rigorous training in order to have reached the CMM status. Discuss best profit ideas, wrangle with tough business decisions, and discover solutions to your common problems with your true peers. You will receive details about accessing and managing the online forum once you submit your CMM fee and profile update. You will have access to update and change your online profile as you wish, using it to network and market your skills to those within the industry.

Online CMM resource guide: available to the industry promoting CMMs as industry leaders. This guide will become the one-stop shop to find certified marina managers worldwide.

Speakers Bureau: IMI is regularly asked to provide speakers to conferences and trade shows worldwide. Accredited CMMs will be added to our speaker's bureau list that is provided to individuals seeking talented marina professionals to speak on current topics in the industry.

Mentor program: Help the next generation of CMMs by acting as a mentor to CMM applicants. This program, innovated in the UK and Australia links active CMMs with AMM graduates to help motivate, guide and encourage those graduates to become CMMs.

New Marketing materials: IMI will continue to evolve new material to promote the value of CMMs to the marina industry and to other professional industries that seek qualified marina managers such as developers, insurance companies and lending institutions.

**FOR INTERNATIONAL**: 50% of your fee will be returned to IMI's training partner (MIAA or BMF) for investment in the CMM program in your area.

### **What happens next?**

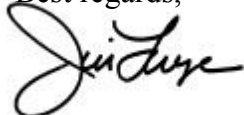
Enclosed please find your annual invoice for CMM recertification. This invoice is for October 1, 2008 through September 30, 2009. Please submit this along with your professional profile as soon as possible.

In order for AMI to maintain an audited list of CMMs in good standing, we are asking that all CMMs participate in the re-accreditation process. CMMs who do not will be placed into an "inactive" status.

Once payment and profile updates are received, information on how to access the new networking site will be provided with a CMM user identification and password to access the site. This information will provide instructions in setting up and managing your profile and changing your password.

If you have any questions about these exciting new opportunities available to you as a CMM, please feel free to contact Kayce Florio at 401-247-0314 or [imitraining@marinaassociation.org](mailto:imitraining@marinaassociation.org).

Best regards,



Jim Frye, CMM# 12  
President and Chairman of the Board

Kayce Florio  
IMI Training Coordinator

Encl: CMM invoice  
Contact Hours FAQ  
Contact Hours Tracking Form  
Professional Update Form