

# News Release



**FOR IMMEDIATE RELEASE**

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**Marine Trades Association of New Jersey Conference 2009  
“Heading to the Next Waypoint”  
Scheduled for March 12, 2009**

**Manasquan, NJ** - The Marine Trades Association of New Jersey (MTA/NJ) will be holding a conference on Thursday, March 12, 2009 at the Eagle Ridge Country Club in Lakewood, NJ. The MTA/NJ Conference is a one day educational event organized specifically for marine business owners, operators, employees and anyone involved in recreational boating in New Jersey. The conference will cover a wide range of subjects with informative presentations and interactive sessions designed to help participants manage their businesses more effectively and learn ways to navigate through these challenging economic times.

The MTA/NJ Conference 2009 will provide participants with a wealth of information that can be immediately beneficial to their businesses. Some of the conference topics include: Survival School: Proven Methods for succeeding in today's market; Creating Opportunities in a Down Economy; Anti-Harassment Policies and other Legal Issues; Technology Today: How to improve conversion rates and profitability through a greater use of economically friendly online

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marketing techniques and strategies; an overview of the economic impact study overview and an open forum discussion. The popular "State Slate" will be presented again and cover issues such as Public Access, vessel wash waste water regulations, recently passed economic stimulus legislation for small businesses, fisheries news and information on the new Marine Industry Enhancement Program.

The MTA/NJ has also arranged, new for the 2009 conference, a number of "help desks" to be open during the conference. Representatives from state agencies, including the New Jersey Department of Environmental Protection, and industry programs will be available to assist attendees and answer any questions they may have about their permits, applications, grant funding and marine industry programs.

"The information that will be presented and exchanged will be more important and valuable than ever before. We encourage every business in the boating industry to attend and take advantage of this great opportunity." stated Melissa Danko, MTA/NJ Executive Director.

Early registration fee is \$115 for MTA/NJ members and \$195 for non-members. Exhibit space is available to participants wishing to showcase their products or services during the conference.

For more information about the conference or to register to attend, contact Melissa Danko, Executive Director, MTA/NJ, phone: (732) 292-1051, email: [mdanko@mtanj.org](mailto:mdanko@mtanj.org) or visit the website at [mtanj.org](http://mtanj.org) - Calendar of Events for registration forms and the conference agenda.

### **About the MTA/NJ**

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972 and comprised of over 300 marine related businesses, is a non-profit organization dedicated to promoting and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve.

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