

# Pier Press

July 2016



# Looking Ahead

## Message from the President, Don McCann

Certainly, as of last week, summer has settled in with a vengeance. Hot and humid is the sentinel call for all boaters in Virginia to get on to the water. I would hope that translates into more business for the members of this organization. But with more business, do we have enough qualified staff to ensure that the services we offer translate into happy customers. Happy customers means more business. As I mentioned in the last newsletter, on a national level, the marine industry is again recognizing the need for new, qualified technicians. As a consequence, VMTA has asked Tom Murray and the staff at VIMS, to generate a survey to determine the needs of the marine industry in the mid-Atlantic area. Please take the time to fill out the survey so we can evaluate your needs in order to help formulate a plan to provide the training necessary to expand the boating community in the commonwealth.

On that note, I am happy to report that Stephanie Heintz of Consociate Marketing. Media has submitted our grant application to the Virginia Tourism Corporation (VTC) for the Marketing Leverage Program . The executive summary reads as follows: *“Virginia Boating Lovers, an online community resource & ongoing, sustainable tourism campaign built and led by the Virginia Marine Trades Association, will unite boaters in and attract boaters to Virginia waters. Through the development of a website that acts as a guide for where to boat, eat, stay and spend time along coastal Virginia, the VMTA will marry the Commonwealth’s businesses and coastal communities with boaters, encouraging them to spend time boating in Virginia.”* I am extremely excited about the application and look forward a positive response from VTC. In that event I will propose that the board consider a follow-up grant to help get more people on the water and better promote boating in Virginia’s waters. After all, as we all know, Virginia is for boat lovers.

### Could E0 Be Coming to VA Marinas?

Legislation was passed in January that directed the state Department of Environmental Quality to request from the Environmental Protection Agency that marinas in Virgin-

ia be allowed to sell ethanol-free fuel. Currently EPA has mandates in place for how much ethanol fuel must be in the marketplace so any decrease in the market must be approved.

Florida currently allows its marinas to sell E0 and New York is working on a similar initiative.

VMTA has provided information to the state DEQ on the damages caused by ethanol. DEQ is currently working on a letter to the EPA and hopes to have a response within one month. VMTA is tracking this issue closely and will let our members know the progress.

### Wittman Proposes Grants to Protect Working Waterfronts

*Courtesy Daily Press*

Worried that development is crowding out men and women who earn their livings on the water, Rep. Rob Wittman, R-Westmoreland, has teamed up with Maine Democrat Chellie Pingree on legislation to set up a federal grant program to expand waterfront access for commercial fishing, recreational guiding, aquaculture, boat building, and similar enterprises.

The idea is to provide matching competitive grants in coastal states. The bill also creates a Working Waterfront Task Force at the Department of the Interior to would identify working waterfront needs.

“Pressure from population growth and development threaten to destroy Virginia’s many water-dependent industries and displace families that have deep cultural ties to the area,” Wittman said. This legislation will protect communities along our coasts.”

### Virginia On-Line Safety Training Firm Wins Boating Industry Magazine Top Product of 2016 award

MYMIC Training Technologies, a high tech learning and simulation training company and industry leader in safety training on many platforms, proudly announces that its on-line marina and boatyard training program, MYMIC LEARN, has been named a 2016 Top Product by *Boating Industry* magazine. From the hundreds of products and

## Save the Date-Tuesday November 15

Join us for VMTA's Annual Conference to be held in Gloucester Point on the campus of VIMS, on November 15 from 8:00am to 2:30pm. The draft agenda includes:

- Welcome address presented by VMTA President
- Keynote-State of the Industry presented by Margaret Podlich, President BoatUS
- Workforce Survey Results presented by Tom Murray, VIMS
- How to work with Subcontractors, presented by Ft. Lauderdale Marine Center
- Ocean spatial plan presented by the Ocean Conservancy
- Succession Planning presented by Virginia Asset Management
- I Have an Abandoned Boat on my Property—Now What? Presented by Tom Guess, DGIF and Andy Gurkin, Dandy Haven Marina
- Sparking Boating Tourism presented by: Stephanie Heinatz, Consociate
- VMTA Board and Member Meeting

### Exhibitors Needed for VMTA Annual Conference

If you are interested in exhibiting at the VMTA Annual Conference please contact Wendy Larimer at wlarimer@marinaassociation.org or 804/823-3933.

Exhibitors receive space for a table top display, a half page ad in the conference program, and entrance to the lunch and any sessions they wish to attend.

Exhibit space is limited to five companies for this venue and will be assigned on a first come, first served basis. Each table top exhibit will be displayed in the lobby outside of the auditorium and will remain up for the entire conference. Set up will be from 7:30-8:30am and break down will not occur until 2pm.

#### *Safety Training Continued from Page 2*

services introduced or significantly updated in 2015, the magazine selected the top fifty products and services based on their innovation, impact on the industry, creativity and other criteria.

MYMIC LEARN, MYMIC Training's web-based training portal for the boating industry, offers training and educational content exclusively designed for the marina, boatyard and recreational boating industries. Based on its computer based Learning Management Systems platform, the extensive marine training contains over twenty self-paced learning modules including the following topics:

- Dock hazards and safety
- Proper and safe fueling
- Pump out procedures

- Electric shock drowning awareness and prevention
- Spill response and cleanup
- Travelift / forklift hazards
- Personal protective equipment

MYMIC Training Technologies has plans to continue expanding its Marina Safety Training program in the near future, adding new on-site instructor training such as the OSHA 10 course and CPR training. From online training to complete safety program management, MYMIC Training Technologies has a solution perfect for a variety of facilities.

To learn more about MYMIC Training Technologies, please visit <http://www.marinasafetytraining.com/>



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[www.MarinaAssociation.org/IMBC](http://www.MarinaAssociation.org/IMBC)

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## **AMI's Best Management Practices for Marina Electrical Safety Available for Free to Members**

As summer heats up and your customers want to cool down, have you done everything you can to prevent electric shock drowning?

This tragedy which strikes nearly every summer can be prevented with some best management practices and common sense approaches by both marina managers and their customers. AMI's Best Management Practices Manual for Electrical Safety can help you ensure a safe season on your docks.

The manual is designed to give marina staff an overview of common marina electrical components, potential hazards and how to identify and correct them, and tools that every facility should have onsite. It also offers suggestions for how to work with customers to ensure their boats are safe.

The manual was drafted with input and information from industry leaders representing ABYC, electrical contractors, NFPA committee members and marinas. It includes photographs for easy identification of problems and common testing equipment, and a checklist to encourage regular assessment of electrical systems.

The manual is available at no cost to AMI and ABYC members and for twenty dollars to non-members. Go to [www.marinaassociation.org/publications](http://www.marinaassociation.org/publications) to order.

## **Virginia Tourism Revenue Reaches \$23 Billion**

Virginia's tourism revenues reach \$23 billion in 2015, according to data from the U.S. Travel Association.

Tourism revenues increased 2.3 percent over 2014 and supported 222,600 jobs, 5,700 more jobs than in 2014.

The study showed Virginia saw more than 41 million domestic visitors in 2015, with travelers spending \$63 million per day.

The Virginia Tourism Corp. receives its annual economic impact data from the U.S. Travel Association. The information is based on domestic visitor spending from trips taken 50 miles or more away from home. Detailed economic impact data by locality is available on <http://www.vatc.org>.

## **Apply Now for USFWS BIG Funds**

The US Fish and Wildlife Service Boating Infrastructure Grant (BIG) applications for 2016 are currently being accepted.

The BIG Program includes two funding tiers, Tier One (non-competitive) and Tier Two (nationally competitive). Under Tier One each state may receive funding for eligible projects up to \$200,000 annually. Tier Two funds are made available through a nationally competitive process. Tier Two proposals received are reviewed, evaluated and ranked by a national panel with the final decision for funding made by the Director of the U.S. Fish and Wildlife Service. Both Tiers require at least a 25% match by the applicant. Private and public facilities are encouraged to apply.

BIG provides grant money for the construction, renovation or maintenance of boating infrastructure facilities and associated amenities for transient, non-trailerable recreational boats at least 26 feet long. Example projects include docks, restrooms, fuel docks, dinghy docks, electric and water hookups, and more.

The money for BIG comes through the Sportfish Restoration and Boating Trust Fund which is a user pays, public benefits program where funds come from the excise tax on sources such as small engines, fishing equipment, and gas.

The federal application deadline is September 8, 2016 but consult your state's administrative agency to determine any earlier state-required deadline. Click here for more information on the BIG program and application details.

For a list of state coordinators who can assist with your application click here. For more information on the grant and assistance with the application process you can also contact Wendy Larimer [wlarimer@marinaassociation.org](mailto:wlarimer@marinaassociation.org) or 202/350-9623.

## Mid-Atlantic Releases Regional Ocean Plan

*Courtesy The Ocean Conservancy*

*Editor's Note: Learn more about this plan directly from The Ocean Conservancy at VMTA's Annual conference*

Coastal managers and policy advisors representing the six Mid-Atlantic states issued a draft Mid-Atlantic Ocean Plan, an historic, new approach to shaping management decisions regarding ocean resources in the region.

The Mid-Atlantic Regional Planning Body (RBP) formed of representatives from New York, New Jersey, Pennsylvania, Delaware, Maryland and Virginia, two federally recognized tribes, federal agencies and the Mid-Atlantic Fishery Management Council led the three-year, ocean planning process with input from thousands of marine stakeholders and produced the draft plan.

The Mid-Atlantic Ocean Plan focuses on nine major areas of ocean use: national security, ocean energy, commercial and recreational fishing, ocean aquaculture, maritime commerce and navigation, sand management, non-consumptive recreation, tribal interests and uses, and critical undersea infrastructure. **The plan is now open for a 60-day public comment period until Sept. 6.**

Under the new plan, state and federal agencies have committed to using better data and working with local stakeholders such as fishermen, offshore wind developers, maritime interests, educators, tourism businesses and recreational organizations on planning and permitting projects that could impact important fisheries, habitats, cultural sites and commercial enterprises in the Mid-Atlantic region.

"We hope the regional plan spurs public dialogue and discussion regarding future conversation needs and commercial and recreational uses of our ocean resources," said Mid-Atlantic Regional Planning Body State Co-Lead and Maryland Department of Natural Resources Chesapeake

*Regional Plan Continued on Page 7*



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For more information contact **Wendy Larimer** at 804-823-3933 or [info@vamarinetrades.org](mailto:info@vamarinetrades.org)

and Coastal Service Deputy Director Gwynne Schultz. “As we release this draft regional plan, which covers ocean waters from New York to Virginia, we encourage stakeholders to help us chart the course to better collaboration, communication and coordination. We encourage the public to participate in our open houses to learn more about the draft plan and regional ocean issues.”

“In the past, the onus was on you, the ocean user, to make sure that federal and state agencies knew about you — to put yourself in the room,” said Merwin. “Ocean planning inverts that. Thanks to the plan’s unique, stakeholder-driven data and agency commitments to early stakeholder engagement the responsibility is now on the agency to make sure that what they’re doing has the least amount of impact to the interests and livelihoods of ocean users. This is a huge benefit for people like fishermen, small tourism business owners and others, who need to be out on the water, or in their shops, not tracking down the latest ocean development proposals.”

This ‘bottom-up approach’ is now possible because of the development of unique information about how and where stakeholders operate along the ocean landscape for inclusion in the regional ocean plan and the publicly available web portal, the Mid-Atlantic Ocean Data Portal. The plan incorporates data on uses from coastlines to open ocean and aims to improve decision-making in federal waters (3 to 200 miles out, the U.S. Exclusive Economic Zone).

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Formed in 2013, the Mid-Atlantic RPB includes representatives from all six Mid-Atlantic states, representatives of the Shinnecock Indian Nation and the Pamunkey Indian Tribe, 10 federal agencies, and the Mid-Atlantic Fishery Management Council. The RPB is a voluntary organization charged with creating a plan and overseeing its implementation with many opportunities for public participation and has no regulatory authority.

In 2010, Regional Planning Bodies (RPBs) were authorized as part of the National Ocean Policy, a framework based on the bipartisan recommendations of the U.S. Ocean Commission and established by a presidential executive order to better manage the nation’s oceans and coastal resources.

The Mid-Atlantic voluntarily formed the RPB, which met with and solicited input from local stakeholders to devise regional ocean plans that take into account all marine interests to make better-informed decisions, while avoiding conflicts.

## **Maryland DNR Confirms Zebra Mussels Presence**

*Courtesy The Fishing Wire*

The Maryland Department of Natural Resources has confirmed the presence of zebra mussels, an invasive species of shellfish, attached to the propeller and outboard motor of a pontoon boat attempting to launch at Deep Creek Lake State Park. Launch stewards, conducting voluntary boat inspections, identified the mussels earlier this month on a vessel last used on the Monongahela River, where zebra mussels are established. The stewards were able to intercept the boat prior to launch, and removed all visible zebra mussels for examination and inspection.

“Through our efforts, we were able to successfully prevent the introduction of an aquatic invasive species into Deep Creek Lake,” Natural Resources Secretary Mark Belton said. “While we were successful this time, we need every Marylander to remain attentive and vigilant as they transport themselves, their equipment and their vessels from one body of water to another.”

Zebra mussels are small, filter-feeding bivalves native to the Black and Caspian seas that were introduced into the Great Lakes in the mid-1980s. Since then the species has spread throughout the Midwest, Northeast, and parts of the western United States. The spread of zebra mussels has caused profound economic and environmental damage as they colonize hard surfaces in high densities affecting industrial and public equipment, and altering aquatic ecosystems and habitat.

The mussels were intercepted as part of the Deep Creek Lake Launch Steward Program. The program, funded by the Maryland Park Service, is a cooperative partnership with Garrett College aimed at increasing public awareness of the threats posed by aquatic invasive species and reducing the risk of their introduction into the lake. Since the program began in 2014, stewards have offered voluntary inspections of boats and trailers, and disseminated in-

*Zebra Mussels Continued on Page 8*

formation on steps boaters can take to reduce the risk of spreading invasive species.

The threat of zebra mussels entering Maryland waterways emphasizes the important role recreational anglers, boaters and others play in preventing the introduction and spread of aquatic invasive species.

*Here are a few simple, proven precautions:*

- Remove all aquatic plants and mud from boats, motors and trailers; and put the debris in trash containers.
- Drain water from boat motors, bilges, live wells, bait buckets and coolers before leaving to prevent these aquatic hitchhikers from riding along.
- Dispose of unused live bait on shore, far from the water, or in trash containers.
- Rinse boats, motors, trailers, live wells, bait buckets, coolers and SCUBA gear with high pressure or hot water between trips to different water bodies.
- Dry everything at least two days, and preferably five days, between outings.
- Limit boating from place to place, particularly between the water bodies in Maryland and elsewhere with known populations of zebra mussels (those areas include the Susquehanna River, Middle River and upper Chesapeake Bay).

## Join Boating United

Boating United was sparked by the Recreational Boating Leadership's Council's desire to bring together all marine industry organizations' advocacy efforts under one umbrella to ensure our message was coming from one united voice, resulting in a more powerful presentation on Capitol Hill. Similarly, state associations could benefit from a one-stop-shop for their constituents to learn about local issues and contact local representatives.

Launched in 2014, Boating United, is a simple web-based tool to address these needs and help the boating industry shape policy from anywhere in the world. By joining at BoatingUnited.com advocates are able to engage with

Members of Congress, state and local representatives and other government officials about the recreational boating industry and why we matter.

Boating United advocates have already generated thousands of letters to Capitol Hill on issues such as ethanol reform, fishing and access and the Congressional Boating Caucus. Boating United has lead efforts at the state and local level, including successfully pushing for a veto of a bill that would have weakened boater safety.

“Advocacy is critical to success of the greater recreational boating industry. Through Boating United we are able to join together and work as an united industry—forming a powerful voice that resonates across Washington and the country showing policy makers that boating matters,” said Michael Lewan, Grassroots and Government Relations Manager, NMMA.

Boating United is easy to use. Log on to BoatingUnited.com and sign up to receive alerts when important issues affecting the industry arise. By using your zip code, the site is able to generate action alerts tailored to your area and help you direct your letters to the correct representatives. After you receive an alert, the rest is simple-use the content provided for each issue or create your own letter, letting lawmakers know what the recreational boating industry has to say. Boating United will keep you informed and at the same time provide an opportunity to make your voice heard.

At BoatingUnited.com you can do more than just take action—you can also track key legislation, view the industry's Congressional scorecard report and find out who your elected officials are and how well they stand up for our industry.

Boating United is the industry's platform, aligning together several different groups and organizations who share a common goal of protecting and promoting recreational boating. It is free to sign on and you will only receive emails when there is an issue that affects your business.

If you have any questions please contact Wendy Larimer, wlarimer@marinaassociation.org or Michael Lewan, mlewan@nmma.org.





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*The Virginia Marine Trades Association (VMTA) is a non-profit trade association organized to promote and support Virginia's recreational marine industry. The members are comprised of dealerships, boatyards, builders, marinas, sales brokers, boating service providers, marine technicians, and individuals. Together, we are committed to the development of the marine industry and the strength of each member business.*