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ABBRA Symposium Keynote and Agenda Finalized

Association summer conference showcases communications expert Don Saracen.

Warren, RI—Business relationship expert Don Saracen will present the keynote address at the American Boat Builders & Repairers Association (ABBRA) second annual Summer Symposium at the Mystic Yachting Center in Mystic, Connecticut, August 2–3, 2010.

The conference will kick off with “The Power of 3 C’s” by Don Saracen, president and founder of Saracen Sales & Marketing Advisors, which highlights how to “connect, communicate, and collaborate to re-energize your business.” Participants will learn to improve sales, business development, and customer service through case studies, real-life experiences, and relevant examples.

The ABBRA Summer Symposium agenda includes how to identify and recruit top talent, an update on ethanol and biofuels, a panel on the state of the industry with various association directors, recent litigation in the marine industry, information about the copper ban, and predictions and trends from the National Weather Service.

Included in the registration for the ABBRA Summer Symposium, attendees will be offered private tours of four New England boat building and repair facilities: Dodson Boatyard, Mystic Shipyard, Mystic Seaport, and Noank Village Boatyard.

Registration options for ABBRA’s Summer Symposium include member and non-member full conference passes and rates for guests. To register for the conference, visit www.abbra.org/summer-symposium to download a registration form, or contact the ABBRA office at jslemons@abbra.org or 401-247-0318.

The American Boat Builders and Repairers Association (ABBRA), founded in 1943, strengthens and encourages professionalism in the boat building and marine service industry by providing its members with timely information, training, education and business services.

ABBRA: Dedicated to the Marine Service and Repair Industry.

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