



PRESS RELEASE  
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For Immediate Release  
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**Top 100 Business Thought Leader, Author and Top 500 Leadership Development Expert to Speak at the International Marina & Boatyard Conference (IMBC)**

*John Spence to Deliver Opening Keynote on Creating a Culture of Purpose*

**Warren, RI** - John Spence will deliver the keynote address at the International Marina & Boatyard Conference (IMBC), scheduled for January 23 - January 25, 2019, at the Broward County Convention Center, Fort Lauderdale, FL. His presentation, "Creating a Culture of Purpose," will be Thursday, January 24, 2019, at 8:30 a.m. IMBC is produced by the Association of Marina Industries (AMI).

John Spence is recognized as one of the top 100 business thought leaders and one of the top 500 leadership development experts in the world. He is an international keynote speaker and management consultant and has written five books on business and life success. John is an author, business management consultant, executive trainer and speaker with a client list from Fortune 100 companies to small businesses and other organizations around the globe. He has made a career of "Making the Very Complex ... Awesomely Simple".

Mr. Spence's presentation will focus on one of the key areas that can drive business success, having a strong culture of committed employees that give their very best every day. In his keynote, John will talk about the nine elements of a winning culture, why helping people find a sense of purpose and meaning in their job is critical and how to instill a sense of ownership and accountability across the organization. This will be a fast-paced, information-intensive program with lots of solid takeaways.

"John was our keynote speaker at IMBC 2013, presenting on Business Excellence, and we are excited to have him back with us again this year," says AMI Chair Joe Riley, CMM. "So much has changed in our industry and the way we do business since John was with us last, but our desire to be the best has not. We have grown as an association and an industry, and understand how critical it is that our teams give the very best each and every day. We look forward to hearing John's thoughts on how we as managers can bring out the best out in our employees. We are very pleased he will be an important part of our conference this year."

Immediately following his keynote address, John will present a 90-minute leadership forum on "Achieving Business Excellence" and a breakout session later that day, "Leader of Now",

where he will focus on the challenges and opportunities of managing a multi-generational team.

To learn more about IMBC, visit [www.marinaassociation.org/imbc](http://www.marinaassociation.org/imbc), call 401-682-7334 or email [imbc@marinaassociation.org](mailto:imbc@marinaassociation.org).

**IMBC**-Formed in 2002 as the National Marina & Boatyard Conference, the International Marina & Boatyard Conference is the leading show catered specifically to marina and boatyard owners, operators, and managers as well as dockmasters, harbor masters, boat builders and repairers, and industry consultants.

**AMI**-The Association of Marina Industries (AMI) is a nonprofit membership organization that provides management training, education, and information about research, legislation, and environmental issues affecting the marina industry.

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