MFA Great Lakes Regional Workshop
Saint Clair Shores, MI

Friday, Nov. 2, 2018
Lake Shore Boat Top Company Inc.
24601 Jefferson Ave.
Saint Clair Shores, MI 48080

Registration and Breakfast | 8-9 am

Upholstery: Draping vs. Digital | 9–10 am
Vince Innocenzi, Chicago Marine Canvas
Compare traditional upholstery techniques to digital design and learn what it takes to achieve impressive results that are beneficial to your bottom line.

PVC Track | 10–11 am
Kyle Van Damme, Marine Tops Unlimited/Xtreme Seal
In this hands-on demonstration, Kyle will walk you through the process of forming and installing a PVC track.

Roundtable Discussions | 11 am–Noon
Small group discussions where you will learn from others and explore hot topics.

Lunch – Noon–1 pm

Advanced Patterning Techniques | 1–2 pm
Broc Wodzien, Grand Traverse Canvas Works
Expand your patterning skills from basic covers to extensive enclosures to give your customers a more professional product.

Award-winning Projects | 2–3 pm
Rob Kotowski, Lake Shore Boat Top & Chris Ritsema, Canvas Innovations
Get a glimpse of what it takes to produce award-winning work as Lake Shore Boat Tops & Canvas Innovations deliver case studies of their work.

Table Top Exhibit Set-up | 2–3 pm

Run Your Shop from the Dock | 3–4 pm
Torey Heinz, Teagles Consulting
Take a look at relevant apps and explore tools and techniques to manage your company from anywhere.

Meet and Greet at Twisted Rooster | 5–6 pm
45225 Maketplace Blvd. Chesterfield, MI
Join us for drinks and appetizers.

Saturday, Nov. 3, 2018
Lake Shore Boat Top Company Inc.
24601 Jefferson Ave.
Saint Clair Shores, MI 48080

Breakfast, Table Top Exhibits and Giveaways | 8–10 am

Marketing and Sales in the Marine Industry | 10–11 am
David & Barbara Huntington, River Custom Canvas

A lesson from the pros on how to gain customers and close deals.

Tools, Tips and Tricks | 11 am–Noon
Bring your mini-demo, tool, tip, or trick to share with fellow fabricators.

Lunch | Noon–1 pm

Fine-tuning Your Bimini | 1–2 pm
Dan Lesch, MFC, Lesch Boat Cover Co.
If you've attended one of Dan's bimini sessions in the past, you won't want to miss this one. It will target rarely discussed details that play an important role in the overall fit and finish of the job.

*Agenda is subject to change. Visit IFAI.com/Marine for up-to-date information.