

American Boat Builders Association

**Marine Service Managers
Certification**

Marine Service Managers Certification (MSMC)

EXECUTIVE SUMMARY

Marine Service Manager Certification is intended to provide an internationally recognized career certificate for experienced marine service personnel who need to attain professional status to meet their career goals. The MSM Certification was developed by the American Boat Builders and Repairers Association (ABBRA) to meet the professional staff training needs of its members, who are the owners and top executives of boatyards and repair service facilities throughout the United States. MSM Certification is based on a common body of service management knowledge, skills and experiences that meet professional requirements throughout the world. The application packet contained herein outlines the steps and processes you need to follow to become a candidate for professional MSM certification.

Who Should Consider CMSM?

This certification is designed for individuals who are currently employed within a marine service organization in a leadership role, or display the potential for such a role. Candidates for this certification should have a working knowledge of advanced marine service and repair skills as they relate to boats, their systems, and overall boatyard operations. The individual who wants to advance and demonstrate proven proficiency in marine service management is the ideal candidate for the Certified Marine Service Manager (CMSM) designation. For marine service companies, MSM Certification is a unique opportunity to professionalize your staff

Why Should You Become a CMSM?

- Create a career track for yourself that leads to the best service management job in the best market for the best salary?
- Develop contacts in your own as well as other boating regions?
- Network with professional boatyards and repairer industry colleagues with whom you can openly share experiences and ideas?
- The **Certified Marine Service Manager** program of the American Boat Builders and Repairers Association (ABBRA) is the credential you need to grow your professional career.

Preferred Employment Opportunities

More and more marine business investors each year are seeking highly qualified professional managers, with top credentials, to manage their investments. The MSM Certification program is the only credential of professionalism in the marine service industry.

Instant Recognition

Once you become a Certified Marine Service Manager, you'll feel confident that the people you want to impress employers, peers etc. will know what it means. You've distinguished yourself as an outstanding professional. Professional certification is, after all, a highly prized mark of distinguished achievement among practicing professionals.

ABBRA Networking Opportunities

The American Boat Builders and Repairers Association (ABBRA) is the only professional association dedicated to educating and certifying all marine service management professionals.

All CMSM's are affiliated with ABBRA and you'll become a member of a global organization characterized by open sharing of experience, ideas, and information. ABBRA is a community of professionals where networking opportunities are unmatched. Through ABBRA you can affiliate with perspective mentors, clients, partners, and potential employers. It provides a forum to gather with other professionals.

How you become a Certified MSM:

The Certified Marine Service Manager designation is firmly rooted in professional experience, as specifically defined by ABBRA. To be certified you must meet the following criteria:

- Be currently employed full time
- Have a high school diploma or equivalency
- Accumulate 5 years of effective marine service management (as general service manager) experience, prior to being designated as a Certified Marine Service Manager. Three of these years must be the immediate past three years. This is measured by our experience credit form. All candidates must pass this minimum experience test.
- Complete the MSM qualifying training courses, and separate MSM examination.
- Complete a personal interview with a Certified MSM Member representing the MSM Review Committee. (This requirement may be waived in some cases)
- Remain a member as an individual or boatyard where MSM applicant is employed in good standing of ABBRA. Continued membership, as an individual or boatyard, in ABBRA is also required to retain your standing as a CMSM.

Note: The criteria for certification are subject to revision by the MSM Advisory Committee. Prior to submitting your application, be sure you have the current edition of the Handbook and Application forms.

Certification Application

The process to follow to become a candidate:

The application is designed so that the candidate completes, gathers, and submits all of the information and supporting documents in one package. This gives you, the applicant, more control over the timing and completion of your application, making sure that no supporting documents are misfiled or lost in the mail.

A few general comments about completing the application:

- Use a typewriter, or print neatly and clearly in black pen.
- Answer all the questions completely and accurately.
- Use the following application checklist to make sure your application is complete. Your candidate application cannot be fully processed or approved as a candidate until it is complete.
- After you've completed the application, retain a photocopy, of both the application forms and any supporting documents that you send along with the application.

Application Checklist

Your MSM Application is complete if it includes:

- _____ Completed four-page application form (see pages 5-8)
- _____ Completed experience credit form (see pages 9-10)
- _____ Three completed letters of recommendation
- _____ Letter (s) verifying your employment during the last three years
- _____ Evidence of high school graduation or its equivalent
- _____ A check or money order made payable to the "American Boat Builders and Repairers Association" for the non-refundable application processing fee: US \$175.00. Payable by Visa, MasterCard or a check.

Once you have completed the application, please send the package to:

ABBRA
Attn: CMSM Program
50 Water Street
Warren, RI 02885

Once ABBRA has received your package, it will be reviewed for completeness. An incomplete application will not be processed. Once the completed application is

accepted, it will be forwarded to ABBRA's MSM Certification Review Committee. The committee will conduct an interview with you and review and approve or disapprove your application. This process generally takes between 6-8 weeks. Once approved you will be notified by the ABBRA staff.

Application For Candidacy As a Certified Marine Service Manager

Biographical Information

- | | | |
|---|---|-------------------|
| 1. Applicant Name | 7. ABBRA Membership
Active ___ Assoc. ___ Prof. ___ No ___ | |
| 2. Current Marina/ Boatyard Employer | 8. E-mail address: | |
| 3. Position/ Title in Marina/ Boatyard | 9. Date of Application: | |
| 4. Business Address | 10. Residence Address | |
| 5. City/State (Prov.) Zip/Country | 11. City/State(prov.)/Zip/Country | |
| | 12. SS# | 13. Date of Birth |
| | 14. Place of Birth (city/state) | 15. Citizenship |
| 6. Telephone: Business 6a, Home 6b, cell 6c, fax 6d | | |
| 6a _____ | 6b _____ | 6c _____ 6d _____ |

16. Employment History: List the names and address of your employers for the past 5 years, most recent first. ***Include*** with this application a letter from ***the last three employers under whom you worked***, in the service manager role verifying your experience and dates of employment.

- | | |
|--------------------|----------------------------------|
| 16.1 Employer Name | Position Title/Responsibilities |
| Address | Dates Employed: From: To: |
| City/State/Zip | Name of Contact |
| 16.2 Employer Name | Position Title/ Responsibilities |
| Address | Dates Employed: From: To: |
| City/State/Zip | Name of Contact |
| 16.3 Employer Name | Position Title/ Responsibilities |
| Address | Dates Employed: From: To: |
| City/State/Zip | Name of Contact |
| 16.4 Employer Name | Position Title/ Responsibilities |
| Address | Dates Employed: From: To: |
| City/State/Zip | Name of Contact |
| 16.5 Employer Name | Position Title/ Responsibilities |
| Address | Dates Employed: From: To: |

City/State/Zip

Name of Contact

17. **Education:** Documentation (i.e. photocopies) must be submitted with this form for all diplomas, degrees or courses.

(Note on item 17.2 and 17.3 that official college transcripts must be provided)

17.1 High School Graduate: City/State Year Graduated
Name: _____

17.1a High School Equivalency Certificate: City/State Date Obtained
Issued By: _____

17.2 Undergraduate College or University: City/State Years Attended: From: To:
Name: _____
Major Field of Study Degree Received Date Degree Conferred

17.3 Graduate College or University: City/State Years Attended: From: To:
Name: _____
Major Field of Study Degree Received Date Degree Conferred

17.4 **List ABBRA seminars or training courses that you have attended.** (use additional sheet if necessary.)

Seminar	Location	Date
1. _____		
2. _____		
3. _____		
4. _____		

17.5 **List other industry seminars that you have attended** (Use additional sheet if necessary.)

Seminar Sponsor	Seminar Name	City/State	Date
1. _____			
2. _____			
3. _____			
4. _____			

Other Information:

18. Have you ever been involved in either civil or criminal legal proceedings as a defendant in which there were all allegations of fraud, misrepresentation, misappropriation of funds or property, etc.:

Yes No (If yes, please attach a detailed explanation)

19. Have you ever been subject to disciplinary action by any other professional organization?

Yes No (If yes, please attach a detailed explanation)

20. References: Three letters of recommendation are required and must be submitted with this application in the envelopes provided.

See application instructions #16 Employment History

Name & Affiliation of Reference

20.1	ABBRA Member? Yes No
20.2	ABBRA Member? Yes No
20.3	ABBRA Member? Yes No?

21. Employment Narrative Report: Please submit typewritten report on separate sheet(s).

Instructions: In your own words, write a brief employment narrative report for each period of time covered by your Experience Credit Form. Describe your marine industry job responsibilities and management experience. Do not provide a resume or job description, and do not merely restate the functions you checked on the Experience Credit Form. Give specific examples of how your management functions were performed, and describe in your own words your ongoing management role and experiences in the company. Please include the following heading on **each** of these narrative reports:

For period from to Your Title

Employer Title of Immediate Supervisor

Titles of positions reporting directly to you

Please read these rules and regulations before signing application on page 8:

- 22. As part of my MSM certification application to the American Boat Builders and Repairers Association (ABBRA) I agree and understand that:
 - 22.1 All of the information provided by me is complete and correct to the best of my knowledge and belief. If I made, or at any time make any statement with knowledge of its falsity, I understand that it shall be cause for denial of candidacy, candidate status, or membership in the association.
 - 22.2 All additional information that may be needed by ABBRA shall be supplied by me upon request.
 - 22.3 I subscribe to the following principles of the American Boat Builder and Repairers Association (ABBRA):
 - To dedicate myself to the advancement of professional marine service management through the mutual efforts of fellow members of ABBRA, and to promote the continued education and activity of myself and others in the marine industry by any proper means available to me.

To conduct all of my business dealings in compliance with all laws, and with honesty, integrity, and industriousness above all else; and to improve the quality of service and enjoyment of the boating experience for my customers.

- 22.5 I shall not present myself to anyone as being a candidate for, or as a Certified MSM, until such time as I become so designated in writing.
- 22.6 I agree that ABBRA may censure, suspend, expel or otherwise terminate this candidacy or certification, if granted, in accordance with these ABBRA's MSM rules and regulations, and that ABBRA, its officers, members, employees, and agents may disclose its actions, in full or part, to the members of ABBRA and the general public.
- 23.7 I will pay annual member dues and fees as set forth by ABBRA. I hereby authorize ABBRA to obtain credit and other similar information about me, and acknowledge its officers, members, employees, and agents may use such information in evaluating this application.
- 22.8 I can remain a candidate for a maximum of two years from the date my candidacy is approved. If I do not fulfill the requirements for MSM certification within these two years, I can no longer remain in candidate and a new application must be submitted.
- 22.9 I understand that a regional member of the MSM certification board, ABBRA or, another ABBRA-designated representative will be engaged to verify all information herein provided.

23. Verification of Information

23.1 Signature of the **applicant** (verifying the accuracy of the information on this application and the experience credit form and acknowledging having read the rules and regulations, and agreeing to comply with them).

_____ Date _____

23.2 Signature of present **employer**, verifying the accuracy of the information on this application and the experience credit form as to the applicant's current responsibilities.

Employer Name (print or type) _____

Position in Boatyard _____

Signature _____

Date _____

Experience Credit Form

Instructions: Indicate your marine service management experience by placing an “X” in the boxes below that accurately reflects your duties and responsibilities and your levels of authority. Evaluate each function as it applies to the marine service management departments you have managed.

The functions on this page are those typically associated with a marine service manager. Study the functions carefully and check only those for which you are or were accountable. Begin with your most recent experience in column 1. The “name of employer” should match those listed on the Application in section 16.

Marine Service Manager Functions	From _____	From _____	From _____	From _____	From _____
	To _____	To _____	To _____	To _____	To _____
	Name of Employer	Name of Employer	Name of Employer	Name of Employer	Name of Employer
Routinely manage on-site personnel either directly or through others, including hiring and firing authority					
Regularly direct employees or contractors who perform maintenance and repair work; judging work performance, adherence to specifications, and observance of safety regulations, schedule service work requested along with estimated completion dates					
Meet routinely and personally with customers on service matters					
Have authority to authorize any single expense of \$500 or more					
Monitor collections of unpaid or slow paying accounts related to the service department.					
Prepare annual budgets for the service department including capital expenditure budgets, or review and authorize such budgets prepared by subordinates					

Review and approve monthly operating reports, together with any explanatory text required					
Determine the labor rates to be charged and authorize deviations from this rate in appropriate cases					
Manage with full authority					
Understand how to place a Lien on property and exercise authority over placing liens on behalf the owner/manager of the facility					
Hands on experience working on marine systems (e.g., engine, electrical, fiberglass, carpentry, painting, rigging) and associated products					
Have primary responsibility for creating record keeping systems or supervise the control and maintenance of an existing job costing system					
Analyze department efficiency reports as to billable vs. expense hours. Review with department heads ⁴³					
Design operation codes to describe routine work.					
Establish flat rate billable dollar amounts to routine work operation codes					
Analyze costs associated with flat rate operation codes					
Track and recover warrantee work from manufacturers					
Track department rework (company warranties) and review with department hands					
Be familiar with the training requirements and opportunities for staff.					