



PRESS RELEASE—*For Immediate Release*

Date: 16 January 2008

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ISS and Ashmead & White Present All-Day Seminar in Miami
“Icons & Iconoclasts on the Yachting Industry” Features Key Pundits on Key Topics
ISS to Hold Annual Board Meeting and Cocktail Party Following

16 January 2007, Fort Lauderdale, FL: The International Superyacht Society (ISS) has today announced that in conjunction with Ashmead & White, the marine and aviation consulting firm located in St. Thomas, Virgin Islands, the large yacht industry leader will present a compelling seminar on key issues facing the trade during the Miami International Boat Show.

In addition to the seminar outlined below, ISS will also hold its Annual Board Meeting and General Election following the seminar. Members of ISS, media and the industry at large are then invited and encouraged to attend an ISS Miami Membership Mixer which is being presented by Moore & Company, P.A.

All events are being held in the Hotel Alexander, Orchid Ball Room, 5225 Collins Avenue, Miami Beach, FL 33140. Please find the event schedule below followed by the seminar outline of speakers, topics and sponsors.

Wednesday 13 February 2008

8:00 a.m.–9:00 a.m.: Registration and Breakfast
9:00 a.m.–3:30 p.m.: Seminar
3:30 p.m.–6:00 p.m.: ISS Board Meeting & General Election
6:00 p.m.–7:00 p.m.: Cocktail Party sponsored by Moore & Company, P.A.

The International Superyacht Society is the sole organization serving and representing the large yacht industry worldwide. Society members are individuals and companies who have been recognized for their leadership and dedication to raising the standards of design, construction, maintenance, repair and operation of large yachts.

— *Specific Seminar Information Follows* —

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“Icons & Iconoclasts on the Yachting Industry”

Speakers & Topics

Lance Cushion, President, International Superyacht Society
Key Note Speaker

Bob Saxon, President, Camper & Nicholsons USA
The Role of the Yacht Manager in Successful and Satisfying Yacht Ownership

Michael T. Moore, Esq., Moore & Company, P.A.
The Role of the Lawyer in the Used Boat Purchase

Fred Kirtland, CEO, Merrill-Stevens Yachts
The Role of the Repair Facility in a Used Boat Purchase

Frank Brand, CEO, Fraser Yachts
The Role of the Broker in the Used Boat Purchase

Bob Weeks and Ken Cage, International Recovery Group
The Role of the Vessel Recovery Team

Laura Sherrod and Spencer Lloyd, Brown & Brown Marine Insurance
The Role of the Marine Insurance Broker in the Used Boat Purchase

Corina C. Cisneros, CEO, Cisneros Yachts
The Role of Authenticity in Yacht Brokerage: Overcoming the Gender Barrier"

Lester Abberley, Industry Leader, Innovator and Entrepreneur
The Role of Innovation and New Product Ideas from the Phoenicians to the Maltese Falcon

Seminar Sponsors

Brown & Brown Marine Insurance
Jewels
Little Switzerland
Marsh
Moore & Company, P.A.

Space Is Limited – R.S.V. P. by February 5th

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