

## **RICHARD (DICK) GRAVES**

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### **CAREER PROFILE**

Hands on entrepreneur with extensive experience in all facets of business development and operations. Verifiable proficiency in turnaround management, increasing revenues and bottom line performance through aggressive marketing and management initiatives. Areas of expertise include:

- Budgeting and Financial Management
- Service and Quality Improvement
- Market Research and Analysis
- Feasibility Studies/Business Plans
- Expert Witness/Mediation
- Strategic Marketing Planning
- Start-Up/Turn-Around Management
- Startup Business Development
- Management and Staff Training
- Marina Design and Development
- Excellent Contract Negotiation Skills
- OSHA Training & Pre-Inspections

### **EXPERIENCE**

**Richard Graves & Associates** – Fort Lauderdale, Florida.

*Principal* – February 1994 – Present

An independent consulting service specializing in management, marketing and business development for marinas and the pleasure boating industry.

**International Marinas, L.C.** – Fort Lauderdale, Florida

*Executive V.P.* – November 2002 – December 2006

As Executive VP, I reported directly to the President and Chairman of the company. My main areas of responsibility were overseeing the management and marketing of all marina properties. My consulting duties included design recommendations on new builds, feasibility studies, new project business development, marketing plans and exploring possible acquisitions

**Sunrise Harbor Megayacht Marina** – Fort Lauderdale, Florida

*General Manager* December 2000 – October 2002

Hired by Stiles Development Corporation as General Manager to set-up and manage unique megayacht marina with 2,500 linear feet of parallel dockage. This was the first marina ever built to cater exclusively to the mega/super yacht boating community. As opening manager, I was directly involved in the construction and setup of the facility, including the purchase of all necessary operating equipment. I developed the initial operating budget, marketing plans, dockage agreements, promotional collateral, and operations manual.

**Chinnock Marine** – Fort Lauderdale, Florida

*Director of Marketing* – February 2000 – November 30, 2000

Full service yacht repair and maintenance facility catering to mid-size and large yachts. As Marketing Director my responsibilities included enhancing the company image, developing existing and new sources of business, public relations and liaison to the industry.

**Water Taxi New York Harbor** – Jersey City, New Jersey

*Consultant/General Manager* – November 1998 – February 2000

Established as a commuter ferry service the operation provided scheduled service between Jersey City and the New York Financial District. I was retained by the President of the company to oversee the operation and build the business. As General Manager I was responsible for P& L management, budgeting, coordinating the schedules of vessels and personnel, hiring captains and deckhands, and all other aspects of running the business on a daily basis.

**Lincoln Harbor Yacht Club/Port Imperial Marina** – Hudson River, New York Harbor  
*Consultant/Director of Operations* – September 1994 – November 1998

250 slip Lincoln Harbor Yacht Club and 300 slip Port Imperial marina with boat yard (PI) located on the west side of the Hudson River, directly across from Midtown Manhattan. Lincoln Harbor was built as a dockominium and went into bankruptcy in 1993. I was originally hired as a consultant to review the operation and study the feasibility of continuing dock sales. After submitting my report and recommendation to forgo dock sales and develop the facility as a public marina I was retained to develop the business and sell it. The marina sold for 30% over the appraised value. I was also hired by the same owners to manage their Port Imperial Marina with 300 slips and Boat Yard with a 70-ton travel lift. As management of Port Imperial, I revitalized both the marina and boatyard business within a short period of taking over the facility.

**Bahia Mar Resort & Yachting Center** – Fort Lauderdale, Florida  
*Senior VP* – July 1984 – February 1992

As Senior VP I was mainly responsible for business development of the 300-room resort and the 350-slip marina. In addition to my resort responsibilities I also headed up Bahia Mar's Dockominium project and was responsible for the marketing plan, collateral design and management of the sales team. During my tenure at the resort, I also held the position of VP of International Business Development for Capstar Hotels, the hotel's management company.

## **PREVIOUS EXPERIENCE**

Rapidly promoted through a series of increasingly responsible senior marketing and management positions in the Hospitality Industry.

### **TOURISM PROMOTION:**

- Board of Directors - Greater Fort Lauderdale Chamber of Commerce - 1989/199
- Vice Chairman of Tourism - Greater Fort Lauderdale Chamber of Commerce - 1989/1992.
- MAC Broward County Convention & Visitors Bureau - 1987/1988
- Member of the Advisory Board for the Broward County Department of Education Tourism Academy - 1990/1992

### **PROFESSIONAL CERTIFICATIONS:**

- Authorized OSHA Trainer # 20-0079355
- Florida Real Estate Broker
- Florida Notary Public

### **PROFESSIONAL AFFILIATIONS**

- City of Fort Lauderdale Marine Advisory Board
- The International Travel Writers Alliance – Free Lance Writer
- Hemingway International Yacht Club – Havana Cuba

### **PUBLISHED ARTICLES**

**Super Ports 2005 Directory of Megayacht Marinas** -- *New Wave of Marinas* – Article on servicing and catering to the needs of the Super Yacht pleasure boating community.-- **Captain's Log**. USA  
Correspondent - Publication catering to Super Yacht Captains - **Marina Dockage** – Maximizing Marina Revenue – The Boat Storage Business – **Book** “The Marina Business”