



# Eldean Shipyard

Macatawa, Michigan

*-Yachting at Its Finest Since 1901*

January 30, 2007

## Press Release

From: Eldean Shipyard

Subject: **Eldean Shipyard awarded *Marine Industry Certified Dealership!***

Dear Editor,

Eldean Shipyard is now one of the first Marine Industry Certified Dealerships in the country!

Marine Industry Dealer Certification is a new industry standards program developed in a cooperative effort by boat manufacturers, dealers, and engine builders, as part of an industry-wide effort to develop programs focused on delivering an excellent boating experience. The program provides dealers with a set of criteria designed to create continuous improvement across all departments and, in turn, develop processes for meeting and exceeding customer expectations. The criteria and business best practices address the quality of dealer sales, service, parts, follow-up, facilities, as well as employee and customer satisfaction. Criteria compliance must be verified by an independent program consultant, and dealers are reevaluated every year to ensure they continue to meet the Certification requirements.



Certification also includes a commitment to adhere to a "Consumer Bill of Rights." This document, posted in our dealership, lets Eldean Shipyard customers know what to expect and outlines how they will be treated. It is Eldean Shipyard's commitment to our valued customers.

By achieving Certification, Eldean Shipyard has demonstrated that we are dedicated to providing our customers with a consistent and positive experience every time they visit our dealership. Customers will know when they see the Marine Industry Certified Dealership logo in our window that we care about their boating experience from purchase to service and beyond.

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In order to obtain Marine Industry Certification, Eldean Shipyard employees had to demonstrate that we met Certification criteria and best practice standards in the following areas:

- Customer Satisfaction Measurement
- Posting of the “Consumer Bill of Rights”
- Employee Satisfaction and Development
- Technical Training
- Maintaining a facility that is competitive for the marketplace
- Maintaining and improving consistent processes in all departments (Sales, Service, Parts, and Follow-up)



Eldean Shipyard is a full service marina facility and resort located in Macatawa, Michigan, adjoining Lake Michigan. Eldean Shipyard slips, stores, and services boats from 10 to 150 feet in length.

Please contact us for more information or for a tour of our facility.

Sincerely,

Wade Eldean  
Vice President  
Eldean Shipyard

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