

Local Dock Company Gains National Success

by: Lori Jones

North American Marine Ind. Inc. is now recognized as one of the top marine contractors in the nation. Locals, John and Vickie Shaffer, bought North American Marine in 2002. During that time, the company was a small company struggling to make a name in the area. John and Vickie brought in sons, Mike and Roger Jones to help run the business. The family took no time making changes to fit John Shaffer's business philosophy of courteous customer service as well as a high quality product. As the company continued to build its' name locally, John began to explore sales possibilities outside the Table Rock area. New connections were made in surrounding areas such as Kentucky and Arkansas. NAMI began to advertise their excellent dock and boat lift products at popular boat and marina trade shows across Missouri, Oklahoma, Kentucky and Texas. The company's sales continued to progress.

In 2005, the company suffered a devastating loss, when John Shaffer and Roger Jones lost their lives in a plane accident. Vickie Shaffer and Mike Jones continue to run the company. Mike, 29, President of NAMI, following John's footsteps, instilling the importance of quality and timeliness on all projects; large or small. In the last two years, NAMI has added 3 key members to their successful team. In April of 2006, Robert Harty joined NAMI with his 30+ years sales experience with Atlantic-Meeco and ShoreMaster, the top 1 and 2 freshwater marine contractors in the nation. NAMI asked Roger Squires to join the NAMI team in April of 2007. Roger Squires also has 30+ years of sales experience with HydroHoist and ShoreMaster. Jim Helderle then joined the NAMI team in April of 2008. Jim Helderle brings 30+ years of sales experience with ShoreMaster. The combination of quality and timeliness and their experiences in the boat dock industry, NAMI plans on having a record-breaking year. NAMI is not only known across Missouri, but also in Texas, Oklahoma, Louisiana, Tennessee, Kentucky, Georgia, Illinois, Arkansas, Iowa, and Kansas. NAMI is also currently negotiating dock agreements with marinas in Virginia, Alabama, Florida, and North Carolina.

Mike Jones states, " We took a small company that sold a decent product and we made it great. It's about knowing the customer and what the customer wants and making it happen. That's what NAMI was missing before, and John changed that. Now, we are known as one of the top 3 marina contractors in the nation. Even so, our local business is just as important to us today as it always was; our community comes first!"