

“Gambling with Change”

at the

Mid-America Tire Dealers Association Convention & Trade Show Expo

February 26- 28, 2010
Hard Rock Hotel and Casino
Catoosa, OK



Trade Show Exhibition
Lots of Training and Seminars
Peer Interaction
Featured Topics:

Managing the 1%'s
High Performance Tires
Truck Tire Fuel Efficiency
Online Marketing
Cash Flow Analysis
FoneFacts
Strong Selling in a Weak Market
Staff Options
Insurance 101
OSHA and Tax Issues and more.

Lots of Fun!

For **HOTEL RESERVATIONS** you can call the Hard Rock Casino at 1.800.760.6700. Our room rate is great at \$129 or \$59. Be sure to say you are with the Mid-America Tire Dealers Association; code MATD021910. Our cut off date for the room block is February 11, 2010. Get your rooms early.

Cancellation and refund policy: full refund of ticket and registration fees up to February 15, 2010. In accordance with Title III of the Americans with Disabilities Act, we invite all convention attendees to advise us of any disability and any requests for accommodation to that disability.

"Gambling with Change" MATDA 2010 Convention

Friday, Feb. 26, 2010

4:00 p.m. to 6:00 p.m. MATDA Board Meeting.....Wolf Room
6:00 p.m. - 7:30 p.m. Board Dinner.....Deer Room II
7:30 p.m. – 8:30 p.m Mixer with the Board.....Deer Room I

Saturday, February 27th

8:00 a.m. – 5:00 p.m. ATS Technical Training.....Deer II
Speaker Joe Unrein with Becker Tire SPONSORED BY BECKER TIRE

TPMS Technical Training & Certification by TIA Certified Instructor. Joe Unrein and Greg Albright, with Becker Tire are TIA Certified Instructors. This will be the full certification class and will take nearly 12 hours to complete and space is limited. There is an additional registration fee for this class, which includes the workbook, certification (if successful on testing), and trade show admission. For non-members the fee is \$350, which includes the workbook, certification (if successful on testing), trade show admission and one year membership for the company.

8:00 a.m. – 9:00 a.m. Managing the 1%..... Sequoyah III
Speaker James Trammell with Cooper Tire Corp. SPONSORED BY COOPER TIRE

Mr. Trammell has worked in the tire industry with Cooper Tire for 20 years with experience including tire construction, testing, quality systems, distribution and sales. Although, from Mississippi, he now lives in Columbia, MO and represents Cooper Tire in Kansas, Missouri and Illinois.

8:00 a.m. – 9:00 a.m. High Performance Tires..... Deer I
Speaker Marc Sanzenbacher with Toyo Tire SPONSORED BY HESSELBEIN TIRE

Marc Sanzenbacher is the Ultra High Performance Sales Manger for Toyo Tires and has over 10 years experience in all aspects of the UHP and Motorsports tire business. He draws on those experiences to provide customized sales and marketing support and product training to Toyo Tires dealers and their associates nationwide. In addition Mr. Sanzenbacher is an avid automobile road racer in his free time.

8:00 a.m. – 9:00 a.m. Truck Tire Fuel Efficiency..... Sequoyah IV
Speaker Jeff Howard with Bridgestone Bandag Tire Solutions SPONSORED BY BRIDGESTONE



Marc Sanzenbacher

The over-the-road trucking market is experiencing a significant shift towards making vehicles more fuel efficient. Many are, or are in the process of being certified under the EPA Smartway program. Additionally, if your customer travels to California their vehicles will be required to run on LRR (low-rolling resistant) tires in the near future. The good news is that your customer can enjoy significant savings in fuel going from a longer wearing tire to an LRR product. As you know, what is good for your customer will ultimately mean a better margin opportunity for your dealership. This course will cover some key talking points, provide references, and will introduce you to some new products that will help you capture additional revenue and profits. Jeff Howard is a Dealer Sales Manager that covers the Kansas and Missouri Markets for Bridgestone Americas Tire Operations. He has been in this position for five years. Prior to that, he worked at Bandag, Inc. in the areas of Finance, Marketing and Sales. He has a Bachelors of Science in Economics from Illinois State University and a Masters of Business Administration from Roosevelt University-Chicago.

8:00 a.m. – 9:00 a.m. Online Marketing & Navigating MATDA’s Website..... Wolf
Speaker Larry Holser with TireWebsite.com SPONSORED BY CHAMPLIN TIRE RECYCLING

Learn the stepping stones & potholes of on-line marketing, with easy-to-understand concepts. Understand the impact on On-line Marketing today, how to integrate On-line Marketing with the rest of your marketing planning. Find out how your customers can boost your On-line Marketing at no cost to you. Get an On-line Marketing worksheet.

Larry has been in the tire business for over 40 years, & is vice president of Holser’s Tire Service, Inc. Both sides of his family have been tire retailers as far back as the 1920s.

He earned a Masters in Transportation Management at San Jose State University, & has taught at the SEMA show in Las Vegas. He began creating websites for tire associations in 1997, & now provides services for associations in 17 states. Larry co-founded ShareFest Santa Cruz County where thousands of volunteers from churches have worked in parks, schools parks, & museums. He has been married to his wife, Denise for 38 years. They have two children & three grandchildren.



Larry Holser

9:00 a.m. – 9:30 a.m.Cash Prize Drawing for \$100.....Trade Show

9:30 a.m. – 10:30 a.m. Cash Flow Analysis.....Sequoyah III
Speaker Norm Gaither with Twenty Group

Find out why you never have any cash in the bank even though you make a profit every year • Find out the difference between profits and cash flow. • Learn the best way to reduce your bank debts. • Learn that sometimes losing Sales will increase Cash. • See the difference between a Profit & Loss Statement, a Balance Sheet and the Cash Flow Statement. • Learn how often you should get your financial reports. • Find out that too much growth will cause cash flow problems. • Learn how to avoid Bankruptcy by managing cash. • Find out how to talk to your banker and get the loan that you need.

Norman Gaither is a well-known financial consultant in the automotive aftermarket and has been helping business owners improve their financial strength since 1984. Norm’s proven guidance has helped hundreds of companies improve their bottom line profits using his simple, practical guidelines for financial success. For many years, Gaither has provided Bridgestone Firestone dealers with his financial expertise at their Retail Management Workshops. Gaither has published articles in Modern Tire Dealer: “Is your payroll too high?” and “Go with the cash flow statement.” He is a partner and co-founder of Dealer Strategic Planning, Inc., a tire industry group that forms tire dealer “20 groups.”



Norm Gaither

9:30 a.m. – 10:30 a.m. Make More \$ With Your PhoneDeer I
Speaker Brett Bond with fonefacts Sponsored by fonefacts/Sound Advice

FoneFacts and Sound Advice specializes in helping businesses manage their Phone Door. Often this critical door to your business is ignored and undervalued, even though hundreds of people pass through it each and every day. Securing your phone skills will NOT ONLY bring additional business, BUT peace of mind.

Developing Phone Skills is the first step toward Phone Security?

In most cases your company has just one --and only one-- opportunity to cash-in on each call-in customer. It’s critical that your phone personnel be comprised of knowledgeable, well-trained sales professionals. FoneFacts gives you an accurate, all-important first-hand look at your company through the “ears” of your prospective customers. It’s imperative that you know whether or not your telephone personnel truly possess the knowledge and skills necessary to instill high levels of comfort and confidence in your company’s products and services. You must know precisely how valuable your employees are when it comes to greeting and selling your old, new and future call-in customers.



Steve Ferrante

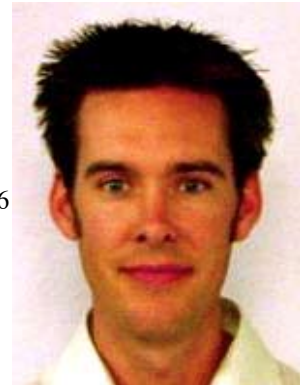
9:30 a.m. – 10:30 a.m. Strong Selling in a Weak Market.....Sequoyah IV
Speaker Steve Ferrante with Sale Away LLC

Produced and hosted by Sale Away LLC. CEO, Steve Ferrante, this dynamic keynote presentation targets tire dealer principles and their sales and service staffs. Steve will address the economic challenges facing the retail tire and auto service industry currently and provide essential success factors and proven sales and customer service strategies to succeed in today's weak market.

An avid auto enthusiast, Steve literally grew up in and around the auto service business. His dad was a mechanic by trade and, along with Steve's uncle, they owned and operated their own auto service business starting in the early 70's. Steve has years of practical auto service experience with many a summer day and Saturday's in the family business helping out with operations and working on customer cars. Today, Steve Ferrante is the CEO and Trainer of Champions of Sale Away LLC. A true student of the profession, Steve has over 20 years of successful sales, sales management, and sales training experience.

9:30 a.m. – 10:30 a.m. OSHA Compliance IssuesWolf
Speaker Jason Hudson with OK Dept. of Labor SPONSORED BY TO HAAS TIRE

Mr. Hudson was born and raised in Oklahoma and attended college in state. He graduated from Northeastern State University with B.S. Double Major in Environmental and Safety Management and a few years later acquired a M.S. in Industrial Operations. While working on his last degree he worked for one company in the private safety and environmental field as a EHS Manager for several thousand employees. In 2006 the Oklahoma Department of Labor OSHA Consultation Division was recognized as the Best Consultation in America.



Jason Hudson

10:30 a.m. – 11:00 a.m.....Cash Prize Drawing for \$100.....Trade Show

11:00 a.m. - 12:00 p.m. Cash Flow Analysis (cont.).....Sequoyah III
11:00 a.m. - 12:00 p.m Strong Selling in a Weak Market (cont.).....Sequoyah IV
11:00 a.m. - 12:00 p.m Tax Compliance Issues..... Deer I

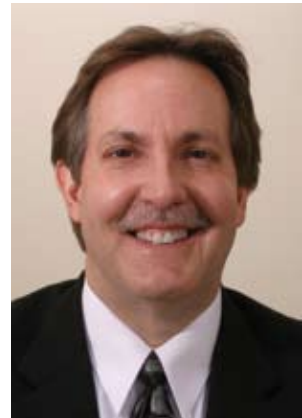
Speaker Mike Wilkey SPONSORED BY C & M TIRE

11:00 a.m. - 12:00 p.m Outsource the Employer Function to Control Costs & Reduce Liability.....Wolf
Speaker Jon Scoggins - Staff One/Brad Hudelson - Mashino Hudelson & Assoc. SPONSORED BY STAFF ONE

12:00 n. – 12:30 p.m.....Cash Prize Drawing for \$100.....Trade Show

12:30 p.m. - 1:30 pm Opening Luncheon and SpeakerSequoyah II
Keynote Speaker Bob Ulrich, Editor Modern Tire Dealer Magazine

Bob Ulrich was named Modern Tire Dealer editor in August 2000. He joined the magazine in 1985 as assistant editor, and has been responsible for gathering statistical information for MTD's widely used "Facts Issue" since 1993. As editor, Bob oversees not only the monthly magazine, but also MTD's Performance Handbook, Web site and various e-newsletters. He travels two months out of the year visiting with dealers and tire industry executives from around the world. He has won numerous awards for editorial and feature writing, including five gold medals from the International Automotive Media Association. Bob earned a B.A. in English literature from Ohio Northern University and has a law degree from the University of Akron.



Bob Ulrich

1:30 p.m. - 3:30 p.m Spouse Program Tour.....off property
Take the shuttle from the Hard Rock to the Will Rogers History Museum

The 16,652-square-foot, eight-gallery museum was built of fossilized limestone quarried nearby. Opened in 1938, the site frames the family tomb in the sunken garden. Spread across the southern horizon is the Tiawah Valley. The twenty-acre museum grounds, purchased by Will Rogers in 1911 for \$500 an acre, was his planned retirement home site. Following his untimely death, his widow and children donated the land, along with great parts of the collection.

1:30 p.m. – 2:00 p.m.....Cash Prize Drawing for \$100.....Trade Show



2:00 p.m. - 3:00 p.m. Insurance 101.....Sequoyah III
Speaker Freddie Johnston with Federated Insurance SPONSORED BY FEDERATED INSURANCE

Purchasing insurance for your business is a necessary and often a frustrating, complicated process. "Insurance 101" will help you understand the factors that determine your insurance premium, and more importantly, what you and your business can do to lessen your insurance cost. Yes, you can control your insurance premiums! Learn how you can positively influence your insurance premiums and pay less than your competitors. The presentation concludes with some specific risk management action plans that will make a difference in your insurance premium. You can't afford to miss this presentation.

Freddie Johnston began his career at Federated Insurance Companies in February 2004. Hired as a Marketing Development Trainee, Freddie completed a comprehensive nine-month training program and was hired as a Marketing Representative for the St. Louis, MO area. As a Marketing Representative in St. Louis, Freddie earned two Chairman's Council awards, Federated's coveted "Big Hitter" award twice, and was also a three-time member of Federated's Monthly Leadership Council. In February 2008, Freddie was promoted to the position of Account Executive in the Association Risk Management Services department, and relocated to Federated's Home Office in Owatonna, MN.

2:00 p.m. - 3:00 p.m. Online Marketing & Navigating MATDA's Website ... (repeated).....Deer I
Speaker Larry Holser with TireWebsite.com SPONSORED BY CHAMPLIN TIRE RECYCLING

2:00 p.m. - 3:00 p.m. Round Table Discussion on Twenty Groups.....Sequoyah IV
Moderators Jeff Webster and Norm Gaither SPONSORED BY TWENTY GROUP

2:00 p.m. - 3:00 p.m. High Performance Tires.....(repeated)..... Wolf
Speaker Marc Sanzenbacher with Toyo Tire SPONSORED BY HESSELBEIN TIRE

3:00 p.m. – 3:30 p.m.....Cash Prize Drawing for \$100.....Trade Show

3:30 p.m. - 4:30 p.m. Cash Flow Analysis.....(repeated).....Sequoyah III
Speaker Norm Gaither

3:30 p.m. - 4:30 p.m. Strong Selling in a Weak Market.....(repeated).....Sequoyah IV

Speaker Steve Ferrante with Sale Away LLC

3:30 p.m. - 4:30 p.m. Truck Tire Fuel Efficiency.....(repeated)..... Deer I

Speaker Jeff Howard with Bridgestone Bandag America SPONSORED BY BRIDGESTONE

3:30 p.m. - 4:30 p.m. OSHA Compliance Issues.....(repeated).....Wolf

Speaker Jason Hudson with OK Dept. of Labor SPONSORED BY TO HAAS TIRE

4:30 p.m. – 5:00 p.m.....Cash Prize Drawing for \$100.....Trade Show

5:00 p.m. - 6:00 p.m. Cash Flow Analysis (cont.).....Sequoyah III

5:00 p.m. - 6:00 p.m. Street Smart Market SmartDeer I

Speaker James Trammell with Cooper Tire SPONSORED BY COOPER TIRE

5:00 p.m. - 6:00 p.m. Strong Selling in a Weak Market (cont.)Sequoyah IV

5:00 p.m. - 6:00 p.m. Tax Issues.....(repeated).....Wolf

Speaker Mike Wilkey SPONSORED BY C & M TIRE

6:00 p.m. - 7:00 p.m. Hospitality/Live Auction..... Sequoyah II

Auctioneer Rusty Dow

7:00 p.m. - 10:00 p.m. Awards Banquet and Entertainment..... Sequoyah II

Dr. Doug Watson as Will Rogers

Dr. Doug Watson, a full professor at an Oklahoma University and a veteran performer as Will Rogers, offers his performance titled “Will Rogers was not just a cowboy. . .” Dr. Watson can combine a scholarly, historic, artistic, humorous and entertaining performance of the character



Dr. Doug Watson

Sunday, Feb 28, 2010

8:00 a.m.-10:00 a.m.....Breakfast with President/Annual Meeting Sequoyah II

Keynote Speaker TIA Pres. Wayne Crosswell



Wayne Crosswell

Wayne is currently President of ASA Tire Systems, a leading provider of automation solutions to the tire industry. He has over 20 years of experience in the tire industry, resulting from ASA’s acquisition of ASCO, a software supplier to independent tire dealers.

He started with ASA in 1977 as a programmer straight from college. He proceeded to advance within ASA to Project Manager, and he formed the first Customer Support Department in 1978. In his early career, he designed software for various manufacturers, distributors and service-related industries. He became Vice President of Operations in 1987. He then moved to Seattle, WA, to become Regional Vice President, and General Manager of ASA Tire Systems, with the acquisition of Computers Northwest. In early 1993, Wayne moved back to New England to become the General Manager of ASA Tire Systems. He became President of ASA Tire Systems in August of 1996 and ASA International Ltd. Corporate Group Vice President in April of 2002. Wayne has a 22-year history with TIA and its predecessors, where he served on the Board of Directors and Executive Committee. Wayne holds a Bachelor of Science degree in Computer Science from the Carroll School of Management at Boston College. In his spare time, he plays soccer on a local men’s soccer team (he has been playing the sport since 1971). He is also a 15-year volunteer (as “Chairman of the Board”) for the PGA men’s champion’s professional golf tour in Boston, MA. He enjoys all sports and is an avid fan of the Boston College Eagles, Boston Red Sox, New England Patriots and Boston Celtics.

8:00 a.m. – 12:00 n.....ATS Tech Training.....Deer II

Speaker Joe Unrein with Becker Tire

**“Gambling with Change”
Convention 2010! Hard Rock Casino Catoosa, OK
Registration Form**

Company Name: (Please Print Clearly) _____

Name: _____

Address: _____

City/State/Zip: _____ **Telephone: (_____)** _____

Member Registration \$30

Non-Member Registration \$50

Convention registration fees include all educational seminars, hospitality and refreshment breaks, admission to trade show expo and live auction, business meetings, plus, you are eligible to enter all prize drawings.

Member Employee/Spouse Registration \$20

Non-Member Employee/Spouse Registration \$25

This registration is available only to those who have first purchased one full registration. There is no limit to the number of employee/spouse registrations that may be purchased. This registration allows employees/spouses to attend the trade show and live auction, all educational seminars, business meetings, hospitality, breaks and....they are also eligible to register for all prize drawings.

Name: _____ **Name:** _____

Name: _____ **Name:** _____

(Please feel free to duplicate this form if there are not enough spaces.)

Ticketed events:

# _____	Awards Banquet/Doug Watson, Saturday @ 7:00 p.m. = \$35	\$ _____
# _____	ATS/TPMS Training and Certification Sat. thru Sunday = \$150	\$ _____
	ATS/TPMS Training NON Member \$350	
# _____	President's Breakfast/TBD, Sun. 8:00 a.m. \$15	\$ _____
# _____	Opening Luncheon/Bob Ulrich Saturday, @ 12:00 n. = \$20	\$ _____
# _____	Spouse Program Saturday @ 1:00 - 3:00 p.m. \$15	\$ _____
# _____	Full Registration for member \$30 or non-member \$50	\$ _____
# _____	Employee/Spouse Registration \$20 or Non-Member Employee/Spouse \$25	\$ _____

Total: \$ _____

Method of Payment:

___ **Master Card** ___ **Visa Account #** _____ **Expires:** _____

Name card issued to: _____ **Signature:** _____

___ **Check Please make checks payable to MATDA & return to:**
7321 NW Rochester Rd. Topeka, Ks 66617 Phone 785.286.1110 Fax 785.286.0611.

For **HOTEL RESERVATIONS** you can call the Hard Rock Casino at 1.800.760.6700. Our room rate is great at \$129 or \$59. Be sure to say you are with the Mid-America Tire Dealers Association. Our code is MATD021910. **Our cut off date for the room block is February 11, 2010. Get your rooms early.**

