

“Got Knowledge?”
Mid-America Tire
Dealers Association
Convention & Trade Show Expo
(Serving Kansas, Nebraska & Oklahoma)

February 24 - 26, 2012
Highland Hotel and Convention Center
Great Bend, Kansas

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

Tech Supply Tire Repair
Ride and Drive
How to Set Flat Repair Rates
Shop Efficiency
Spouse Spa Day
What's Repairable
OSHA Issues and more.

Lots of Fun!

For **HOTEL RESERVATIONS** you can call 866.212.7122 Our room rate is great at \$62. Be sure to say you are with the Mid-America Tire Dealers Association; Our cut off date for the room block is February 10, 2012. Get your rooms early.

Cancellation and refund policy: full refund of ticket and registration fees up to February 15, 2012. 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.

For more information go to
www.matda.org or call 785.286.1110

"Got Knowledge?" MATDA 2012 Convention
DRAFT AGENDA
Friday, Feb. 24, 2012

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

Saturday, Feb. 25, 2012

6:00 a.m. – 1:00 p.m.....Exhibitor Set Up
8:00 a.m. – 9:30 a.m.....How to Set Shop Rates

Matt Winslow is the Director of Speakers and Content for Chubby Frederick’s Automotive Training Institute in Savage, Maryland. Chubby teaches shop owners to work ON their business not IN their business, so Chubby works on his business and Matt and his team of 7 instructors work IN his business traveling across the US and Canada conducting life changing workshops for business owners and managers. Matt has over 23 years experience as an instructor, presenter, and training course developer. He’s written and published many training course manuals on everything from wheel alignment fundamentals to advanced service advisor training. He is also the inventor of the patented Wintoe™ and Automatic Bushing Calculator™ adjustment features shipped with state-of-the-art alignment systems by Hunter Engineering Company. Matt teaches various ATI courses along with course research and development. He’s passionate about helping shop owners and service advisors improve their businesses and their lives.

8:00 a.m. – 10:00 a.m.....TPMS Training/TIA Certified Instructor – Joe Unrein, Becker Tire

Joe has been with Becker Tire & Treading for the past 14 years. Positions held have been Retail Counter sales, Asst. Store Manager, Purchasing/Inventory & Director of Sales Training. He has been a TIA certified instructor for the last 6 years. (ATS – Automotive Tire Sales and CTS – Commercial Tire Sales) Prior to employment with Becker Tire & Treading; Joe worked in the automotive after-market parts world. Positions held with this company consisted from Stockroom Supervisor, Outside Salesman, and Territory Account Manager. Joe will also discuss programable TPMS information.

10:00 a.m. – 12:00 n.....Psg/Lt Truck tire repair/TIA Certified Instructor – Tech Supply

Currently Paul is sales manager of Tech, Inc., has been employed there for over 25 years serving in sales and training for Tech, Inc., as well as, for the WorldParts Division of Maremont Corp. He is certified by TIA in both ATS and CTS. Tech, Inc. strives to emphasize training, believing that it serves the customer and protects the consumer’s safety. Training seminars are on site; at headquarters in Lenexa, KS; and at the factory in Johnstown, OH. A new training DVD will be available at the convention and trade expo.

10:30 a.m. – 11:30 a.m.....Seminar OSHA Compliance Issues – Allen Vinyard, Ks DOL

Allen Vinyard is a Safety Consultant with the Kansas Department of Labor, Industrial Safety and Health Unit. Allen is a graduate of the University of Central Missouri, with a Bachelor of Science in Safety Management. In his career, he has worked with the Kansas Department of Labor, Kansas Department of Transportation, and Hamm Construction. He is a Professional Member of American Society of Safety Engineers. In his current position, he conducts work place inspections at facilities across the state of Kansas, works with outside groups such as Kansas Contractors Association, National Safety Council, and the Kansas City area Builders Association. He is also an instructor for the OSHA 10 hour course.

11:30 a.m. - 1:00 pm.....Opening Luncheon and Speaker Liability and Future of TPMS

Matt White, Tire Industry Association Director of Tire Service will present on the future of TPMS and discuss the liability issues concerned with doing repairs outside the recommended repair areas and other liability horror stories.

10:00 a.m. - 4:00 p.m.....Ride and Drive

Sign up will take place on site so you can decide that day if you'd like to participate. There is no need to pre-register. Those who sign up would have the opportunity to attend the ride and drive and be bused to the site at a designated time. Space will be limited and will cost \$20 paid the day of. In the event of inclement weather it will be cancelled for safety reasons. You must be registered for convention to attend the ride and drive.

1:00 p.m. - 3:00 p.m.....Spouse Program

My Town shopping tour.

1:00 p.m. - 5:00 p.m.....Trade Show

6:00 p.m. - 7:00 p.m.....Hospitality/Live Auction
Rusty Dow, Auctioneer

7:00 p.m. - 10:00 p.m.....Awards Banquet
Open hospitality and trivia game

Sunday, Feb 26, 2012

8:00 a.m.-10:00 a.m.....Breakfast with President/Annual Meeting & **Keynote**

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Convention 2012! Highland Hotel, Great Bend, Kansas
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, Saturday @ 7:00 p.m. = \$20	\$ _____
# _____ President's Breakfast, Sun. 8:00 a.m. \$15	\$ _____
# _____ Opening Luncheon 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.

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