

2010 VIRGINIA AUTOMOTIVE ASSOCIATION ANNUAL CONVENTION & TRADE SHOW

April 23-25, 2010

Marriott Hotel, Williamsburg, VA

"Partners In Progress"



A Message from your 2010 Convention Committee

Why YOU Should Attend the VAA 2010 Convention & Trade Show

- **VALUE**—look at the number of speakers, seminars, meal functions and entertainment. Look at the incredible hotel rate of \$99. You won't find better value for your money and time anywhere.
- **QUALITY**—from the speakers to the meals to the trade show to the hotel, this is a first class event.
- **EDUCATION**—we are providing an opportunity for you to walk away with information and ideas to help you run your business better. All in one weekend.
- **TRADE SHOW**—new for 2010, we are sponsoring the largest equipment demonstration and product display show held in Virginia in many years. Be the first to see and touch the latest technology. We're encouraging our vendors to bring show specials with them, so this may be one of your best buying opportunities of the year.
- **NETWORKING**—if you've attended a VAA Convention in the past, you know how valuable talking with other shop owners can be. It's a great opportunity to kick around ideas and talk one on one with each other. Whether it's at a reception or dinner, at the trade show or at the golf tournament, don't miss the chance to network with each other.

If you regularly attend our show, we welcome you back. If you normally don't attend, we encourage you to make 2010 the year you give it a try. We know you won't be disappointed.

See you at Williamsburg!

Your 2010 VAA Convention Committee,

Steve Crawford—Hepner Tire & Auto, Woodstock (Chairman)

Scott Brown—Cardinal Plaza Shell, Springfield

Todd Meredith—Leete Tire & Auto, Richmond

Tom Jones—Fisher Auto Parts, Staunton

Bobby Cutchins—Bobby's Muffler, Franklin

Eric Hughes—Harris Tire, Lynchburg

What's New for 2010

- **Full Registration** is your best value—it's gets you into every function (except golf)
- Can't attend every event? We are offering **Partial Registrations** this year—you can buy a ticket to the events you can attend. You must pre-register; tickets to the receptions and meal events will not be sold at the door.
- **VAA Registration Desk**—located in the Convention Center wing, and will be open Friday from 2:00 pm—9:00 pm and Saturday from 7:00 am—5:00 pm. Pick up your Name Badge, Reception and Meal event tickets here. Ladies interested in shopping at Prime Outlets can pick up a Coupon Book here.
- **A Name Badge** will be required to attend all seminars, and a ticket will be required for all reception and meal events. Every Convention attendee, both Full and Partial Registrations, will get a name badge.
- Visit the **Trade Show** to see the latest in equipment, products and services. It is free and open to anyone, whether or not they are registered for the Convention.
- **Dress** is casual during the day, business casual for evening events.



Marriott[®]
WILLIAMSBURG

“Partners In Progress” 2010 VAA CONVENTION & TRADE SHOW SCHEDULE

Friday, April 23:

11:00 am—4:00 pm Golf at Kingsmill

Join us at the beautiful Plantation Course at Kingsmill for our popular Captain's Choice tournament. We will tee off promptly at 11:00 am. Cost is \$85 per player which includes greens fee, cart, box lunch, drink, and range balls. This is a great opportunity for both dealers and suppliers to mix it up and have some fun. Golfers of all skill levels are welcome. Join us for fun, fellowship, a fantastic course, and who knows, maybe even some good golf! The course is just 5 minutes from the Marriott.

2:00 pm– 9:00 pm VAA Convention Registration Desk is open

Located in the Convention Center wing of the Marriott. Your name badge and event tickets can be picked up here. The complete schedule with room locations is on each name badge. Also, pick up your discount coupon books for Prime Outlets here.

6:30 pm– 7:30 pm Welcome Reception

Join your fellow dealers and suppliers for our opening reception. We will have open bars and light hors d'oeuvres for your enjoyment. Dinner is on your own.

Saturday, April 24:

7:00 am– 5:00 pm Registration Desk is open

6:00 am– 8:00 am Breakfast (buffet lines—no speaker or program)

7:15 am—8:15 am Paul Fiore: “Washington Update” and VAA Annual Meeting

There's a lot going on in Washington these days. Hear how the various bills and proposals will impact our industry. Paul is Director of Government & Business Relations for TIA.

This session is for Owners, Managers, Sales Personnel and Service Managers

8:30 am– 10:00 am Richard Flint: “No Excuses Management”

As one of America's top personal development speakers and coaches (he travels and speaks over 210 times per year and personally coaches many businesses and individuals from on the road), Richard has been successfully mentoring and quietly helping professional organizations, large and small businesses and individuals for over 30 years. In this insightful program, Richard explores:

- The 4 things companies all shared in common that led to their self-destruction.
- The 4 step time table that they went through during the self-destruction process
- How Management makes excuses for their people
- Why they make those excuses
- What it takes to hold people accountable
- The difference between leadership and management and the role of each in business
- What great companies do that separate themselves from the competition

This session is for Owners and Key Managers

8:30 am– 10:00 am Bryan Stasch: “Stick to Your Guns”

As Director of Client Fulfillment at the Automotive Training Institute, Bryan is directly responsible for all aspects of client training and satisfaction, and he oversees a team of fourteen coaches and an administrative staff. He has directly trained owners and service managers across the country, and brings a passionate pursuit of excellence in his classes. In this session Bryan will discuss:

- Why staying consistent is more important than ever before
- What do mistakes truly cost
- Discounting and its impact
- Expense cutting without effecting Sales and Production
- Prejudging and falling into the “economy trap”
- How we allow the economy to change your belief in your Value Proposition

This session is for Sales Personnel and Service Managers

Saturday, April 24 (continued)

10:15 am– 11:15 am Dan Marinucci: "Taking Control, and Maintaining Control of the Auto Service Transaction"

A nationally known author and trainer, Dan has been delivering vital information to the automotive industry in 38 states since 1993. For the past 19 years he has written columns for Motor Magazine's "Foreign Service" and for Crain's Tire Business "Automotive Service". Improving customer loyalty and shop profitability requires minimizing or eliminating unknowns in the service equation. Dan shows you how by discussing the following and more:

- Getting to know the motorist
- Identifying the real concerns
- Verifying the symptom(s)
- Getting a commitment to the job
- Updating the customer

This session is for Owners, Managers, Sales Personnel and Service Managers

11:30 am – 12:30 pm Lunch

12:30 pm - 1:00 pm Dan Marinucci: "Critical Ground Checks You Should Know"

In this technical update, Dan reminds you that any circuit is only as good as its return path—the ground side. This session covers the vital voltage drop checks you should know for:

- Main engine grounds
- Body grounds
- Computer grounds

This session is open to everyone

1:00 pm– 5:00 pm Trade Show

It's the first full equipment demonstration and product display show in Virginia since 2001. Vendors will be bringing show specials, so this may be one of your best buying opportunities of the year. The Trade Show is open to everyone, even those not registered for the convention. For your employees who can't attend the convention, encourage them to spend the afternoon at the trade show. This is the big one! Don't miss it!

6:30 pm– 7:30 pm Reception

7:30 pm– 9:00 pm Dinner

9:00 pm– 10:00 pm Entertainment: Tim Conover, The Mentalist

Tim will present his award-winning high speed, interactive mind reaching experience. He has captured the imagination of audiences all over the world with his energetic and refreshingly innovative presentation.. You'll be asking, "how did he do that"?

Sunday, April 25:

8:00 am– 10:00 am Breakfast and Closing Keynote Speaker, Richard Flint

Richard will close our convention with his motivational session, "It's Your Time". As in the past, don't miss this final uplifting session—you will return home refreshed and inspired.

10:00 am Convention Adjourned

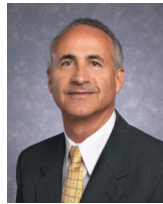
Don't Miss These Exciting Speakers at the 2010 VAA Convention and Trade Show



Richard Flint



Dan Marinucci



Paul Fiore



Bryan Stasch



Tim Conover

Convention Registration and Hotel Details:

Marriott Reservations: Call 800-442-3654 and mention Virginia Automotive Association. Or visit the hotel's website: www.williamsburgmarriott.com and enter Code: autauta in the group code section. Room rate is \$99 per night, single or double (plus tax/fee). **Deadline to reserve your room at this rate is April 9.**

VAA Convention Registration: go to www.vaautomotive.org, click 2010 Convention button on the home page. Follow Convention Registration links. You can download a Registration Form or register online at this site.

Questions? Call Steve Akridge at VAA, 800-488-2732 Fax: 804-739-4700 Email: sakridge@vaautomotive.org