

**LOUISIANA INDEPENDENT  
TIRE DEALERS ASSOCIATION**

**TRENDS & TREADS  
BY THE GULF**

**2010 ANNUAL CONVENTION**



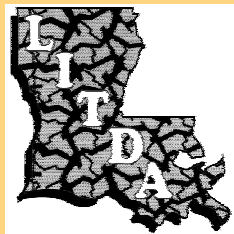
**March 11 - 13, 2010**

**Beau Rivage Resort & Casino**

**875 Beach Boulevard**

**Biloxi, MS 39530**

**888-383-7037**



[www.litda.org](http://www.litda.org)

**HURRY,  
MAKE YOUR ROOM  
RESERVATIONS BY  
FEB. 18th!**

# LITDA 2010 MEMBER & GUEST REGISTRATION

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please submit a registration form for each person. Payment can be made on a single check or credit card charge.

Registration	Amount	Total
Member Registration <i>Includes Breakfast, Lunch, Receptions &amp; Banquet.</i>	\$195	\$ _____
	<input type="checkbox"/> I will attend the Hall of Fame Banquet.	
New Member Joining Registration <i>Includes dues payment, Breakfast, Lunch, Reception &amp; Banquet.</i>	\$225	\$ _____
	<input type="checkbox"/> I will attend the Hall of Fame Banquet.	
Guest / Spouse Registration <i>Includes Breakfast, Lunch, Receptions, Spouse Program &amp; Banquet.</i>	\$150	\$ _____
Guest Name: _____ (If more than one guest, please fill out another registration form)		
	<input type="checkbox"/> My guest/spouse will attend the guest/spouse program. <i>(See page 7 for details)</i>	
	<input type="checkbox"/> My guest/spouse will attend the Hall of Fame Banquet.	
Golf Registration <i>(Includes Lunch)</i>	\$150	\$ _____
Saturday Only Registration <i>(Includes Breakfast &amp; Lunch Only)</i>	\$95	\$ _____
Hall of Fame Banquet <i>(per person)</i>	\$85	\$ _____
\$25 Late Registration Fee <i>(after February 25, 2010)</i>		\$ _____
Total Amount Owed <i>(full payment required)</i>		\$ _____

PLEASE ANSWER ALL AND COMPLETE THIS ENTIRE FORM!

## Payment Information

Method of Payment: *(Circle One)* Credit Card: MC Visa AMEX Discover OR Check (Payable to LITDA)  
 CC Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 V-Code \_\_\_\_ (3-5 digit number on the back of your credit card) Signature \_\_\_\_\_

## Cancellation Policy

The full amount of the registration fee will be refunded until February 25, 2010. There will not be any refunds after February 25, 2010. There will be no refunds for no shows.

## Hotel Information

The Convention will be held at the **Beau Rivage Resort & Casino** in Biloxi, MS. The special room block rate is **\$149.00 per night**. **The deadline for receiving this special rate is February 18, 2009.** After this deadline, rooms will be based on current rates and availability. **Reservations can be made by calling the Beau Rivage at (888) 383-7037 and make sure to mention the LITDA Annual Convention.**

**MAIL YOUR COMPLETED FORM(S) TO:**  
**LITDA, P.O. Box 82531, Baton Rouge, LA 70884**  
**Phone (225) 767-7640 Fax (225) 767-7648**  
*(If paying with a credit card, you can fax your completed registration form(s) to 225-767-7648)*

# LITDA

## 2010 CONVENTION & TRADESHOW

### TENTATIVE AGENDA

#### THURSDAY, MARCH 11, 2010

6:00-7:00 p.m.                    **Registration**  
 7:00-9:00 p.m.                    **Reception & Golf Pairings**

#### FRIDAY, MARCH 12, 2010

10:00 a.m.-3:00 p.m.        **Golf Tournament** (*Lunch provided*)  
    Shell Landing Golf Course  
    3499 Shell Landing, Blvd, Gauthier, MS.

2:30-5:00 p.m.                    **Exhibitors Set Up**, Exhibit Hall

5:00-7:00 p.m.                    **Registration**

7:00-9:00 p.m.                    **“A Walk Down Memory Lane” Reception**, Exhibit Hall

#### SATURDAY, MARCH 13, 2010

7:00 a.m.                            **Registration**

7:00-7:30 a.m.                    **Continental Breakfast**, Exhibit Hall

7:30-8:00 a.m.                    **Business Meeting**

8:00-10:00 a.m.                    **Steven Ferrante, Sale Away, LLC**  
    *“Strong Selling in a Weak Economy”*

9:00 a.m.                            **Guest/Spouse Program**  
    Ocean Springs, MS (*see page 7 for details*)

10:00-10:30 a.m.                    **Coffee Break**, Exhibit Hall

10:30-11:30 a.m.                    **Laura Mitchell, Capital One Merchant Services**  
    *“Understanding Changes in the Card Industry and How They  
 Will Impact Your Members: PCI Compliance, PIN Debit  
 Changes, Card Industry Legislation, and Innovative Solutions.”*

11:30 a.m.-12:30 p.m.                    **Lunch**-Exhibit Hall

11:30 a.m.-3:00 p.m.                    **Tradeshow**

3:00 p.m.                            **Exhibitor Teardown**

3:00-4:00 p.m.                    **Round Table Discussion**, Exhibit Hall

7:00 p.m.-10:00 p.m.                    **Hall of Fame Banquet Dinner & Hall of Fame Induction**

# LITDA SPONSORSHIP OPPORTUNITIES

## Platinum Level - \$5,000 and above

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- Two Exhibitor Registrations
- One display booth, optional
- Full page ad in the Convention Program
- Recognition in LITDA Newsletter
- Logo on all printed materials
- Recognition throughout the Convention

### **Plus one of the following 3 designations:**

- Hall of Fame Induction & Dinner: Sign placed at entrance and on table designating the company as the reception sponsor
- Friday Night Reception: Sign placed at entrance and on table designating the company as the reception sponsor

## Gold Level - \$2,500

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- One Exhibitor Registration
- One display booth, optional
- 1/2 page ad in the Convention Program
- Recognition in the LITDA Newsletter
- Logo on all printed materials
- Recognition throughout the Convention

### **Plus one of the following 3 designations:**

- Thursday Night Reception: Sign placed at entrance and on table designating the company as the reception sponsor
- Speaker Sponsor: Sign placed during the general session
- Golf Sponsor: Recognition as the golf sponsor

# LITDA SPONSORSHIP OPPORTUNITIES

## Silver Level - \$1,000

- Recognition in LITDA Newsletter
- 1/4 page ad in the Convention Program
- Listing on all printed materials
- Recognition throughout the Convention

### **Plus one of the following 3 designations:**

- Saturday Lunch Sponsor: Sign placed at lunch area
- Drink Cart Sponsor: Recognition at golf outing
- Breakfast Sponsor: Sign placed at breakfast area

## Bronze Level - \$500

- Recognition in the LITDA Newsletter
- 1/4 page ad in the Convention Program
- Listing on all printed materials
- Recognition throughout the Convention

## Golf Sponsorship - \$2,500

- Recognition in the LITDA Newsletter
- Listing on all printed materials
- Recognition at the Golf Tournament
- Includes Golf Registration Fee & Sponsorship

## Hole Sponsor-\$125 or \$300

- \$125 Hole Sponsor includes a sign placed on the hole.
- \$300 Hole Sponsor includes a sign & golf registration for one.

## Door Prize Sponsors & Miscellaneous Sponsor

- Recognition in the Convention Program
- Recognition throughout the Convention
- Including any miscellaneous prizes

(If you plan on bringing a door prize(s), please contact Jill ASAP at 225-767-7640.)

(If received by March 1st, all donations will be included in the program.)

**PROGRAM INCLUSION DEADLINE FOR ALL SPONSORS: March 1, 2010**

## 2010 SPEAKER BIOGRAPHIES

### **Steve Ferrante – CEO, Sale Away, LLC**

A true student of the profession, Steve has over 20 years of successful sales, sales management, and sales training experience.

As a seasoned sales executive and manager, Steve has proven expertise in the application of consultative sales principles, strategy and best practices. Combined with extensive experience creating and implementing strategic sales support initiatives and training solutions, Steve is regarded as an expert in developing, motivating and leading top-tier sales teams from the ground up.

Steve's professional sales career began in the late 1980's/early 90's with successful sales/sales management roles in the promotional marketing and mortgage industries.

From 1994 to 2005, Steve worked with American Management Services, a management consulting firm specializing in strategic management and implementation-based profit improvement services for small and mid-sized businesses throughout the Eastern United States.

Steve's primary role was outside consulting sales, securing new clients for the firm. With consistent top performer achievement, Steve was promoted to Regional Sales Manager in 1996 at the age of 28 (the youngest in the company's history).

Through over 3000 face-to-face engagements with ownership and senior-level executives of businesses ranging from \$3 million to \$300 million+, Steve was able to consistently build trust and deliver high performance results across multiple industries and a wide range of cultures and personalities. In the process gaining a wealth of knowledge and practical experience in all aspects of business administration, human resources, and organizational development.

Regarded a dynamic and engaging speaker with the ability to increase motivation and inspire confidence, Steve was utilized extensively for training and mentoring assistance, including development of new training tools, technique and process improvements.

Steve epitomized leadership for the sales organization, maintaining the highest batting average (sales to presentation ratio) and ending his tenure with the highest generated revenue totals in the company's history.

Steve became a managing partner in Sale Away in October 2005 and assumed the CEO position April 1st, 2006.

Today, Steve manages all client engagements and personally conducts his self-designed Pinnacle Performance sales training and Professional Coaching services for growth driven organizations throughout the Northeast U.S., and beyond.

### **Laura Mitchell - Sales Advisor, Capital One**

Laura Mitchell is a Commercial Specialist Sales Advisor for Capital One Merchant Services Corporation (COMS).

COMS is a bank acquirer responsible for over \$2.7 billion in card acceptance volume and over 10,000 merchant locations. With over 20 years of experience across multiple industries, COMS offers a comprehensive set of products and services including debit and credit processing, fraud prevention tools via On-line web reporting, gift and loyalty card offerings, E-Commerce solutions, Point of Sale (POS) Check Services and much more. COMS is now the preferred Merchant Services vendor for the LITDA.

Laura will discuss changes in the card acceptance industry and how they impact your business. She will discuss new technology available to your growing business and how you can protect yourself against risk in card acceptance.

# LITDA GUEST/SPOUSE PROGRAM

Saturday, March 13, 2010

9:00 AM - 1:00 PM

*Don't miss out on this great shopping  
adventure in quaint Ocean Springs, MS!*

*(You will be back at the hotel in enough time to catch the St. Patrick's Day Parade!)*

Ocean Springs is a quaint community of nearly 18,000 in the heart of the Beautiful Mississippi Gulf Coast. Locally, they are known as an artistic community. They are proud of the many nationally recognized painters and potters who call Ocean Springs home and of the more than 100 unique shops, museums, and galleries that support their artistic heritage. Ocean Springs is a Mississippi Main Street community that prides themselves as a walk able downtown.

Come stroll through downtown Ocean Springs. Walk underneath the billowing oak trees while you browse the numerous boutiques and art galleries that dot the road. Satisfy your cravings by grabbing a delicious cappuccino from one the many coffee shops or a sweet treat at the candy store. Once the shopping is done, get off your feet and enjoy some lunch at one of their well-known restaurants. Visit the Ocean Springs Chamber of Commerce website at <http://www.oceanspringschamber.com> or <http://www.bestshops oceansprings.com/> for more information and a listing of what this quaint town has waiting for you

**If you would like to attend, please indicate on the registration form located on page 2 or page 8 by checking the appropriate space.**



Aunt Jenny's Catfish Restaurant



Garden Gate



The Bay Collection

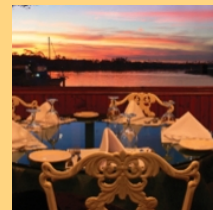


Government Street

**There is a limited amount  
of space available,  
PLEASE REGISTER EARLY  
if you would like to attend.**



**The Guest/Spouse  
Program is included  
with your  
Guest/Spouse Convention  
Registration Fee.**



Anthony's Under The Oaks

# LITDA VENDOR & SPONSOR REGISTRATION

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Registration	Amount	Total
<b>Exhibitor Registration</b> <i>(LITDA Member)</i> <input type="checkbox"/> I will attend the Hall of Fame Banquet. <i>(Includes all scheduled events for one person and a booth. <b>Golf tournament is not included</b>)</i>	\$500	\$ _____
<b>New Member Joining Exhibitor Registration</b> <input type="checkbox"/> I will attend the Hall of Fame Banquet. <i>(Includes all scheduled events for one person, a booth and dues. <b>Golf tournament is not included</b>)</i>	\$650	\$ _____
<b>Other Registrations:</b>		
<b>Booth Assistant, Guest and/or Spouse Registration</b> <div style="text-align: right; padding-right: 50px;"><i>(each additional)</i> \$150</div>		\$ _____
Assistant/Guest/Spouse Name: _____		
<input type="checkbox"/> I will attend the Guest/Spouse Program on Saturday (details on page 7)		
<input type="checkbox"/> I will attend the Hall of Fame Banquet.		
<b>Extra Options:</b>		
<b>Saturday Only Registration</b> <i>(Includes Breakfast &amp; Lunch Only)</i>	\$95	\$ _____
<b>Golf Registration</b> <i>(includes lunch)</i>	\$150	\$ _____
<b>Hall of Fame Banquet Only</b> <i>(per person)</i>	\$85	\$ _____
<b>Booth Electricity</b> <i>(each booth)</i>	\$25	\$ _____
<b>Booth Format</b> <i>(Please check one)</i> <input type="checkbox"/> Free-standing <input type="checkbox"/> Table top		
<b>Sponsorship Levels:</b> <i>(Please see pages 4 &amp; 5)</i>		
<b>Sponsorship Amount</b>		\$ _____
<b>List Sponsor Level and/or Sponsor Type</b> _____		
<b>\$25 Late Registration Fee</b> <i>(after February 25, 2010)</i>		\$ _____
<b>Total Amount Owed</b> <i>(full payment required)</i>		\$ _____

## Payment Information

Method of Payment:  Check  MC  Visa  AMEX  Discover

CC Account Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ V-Code \_\_\_\_\_ (3-5 digit number on the back of your credit card)

Signature: \_\_\_\_\_ Total Enclosed: \$ \_\_\_\_\_

## VENDOR INFORMATION

Exhibitor Registration and Exhibitor Booth Assistant Registration includes a **full** registration for the conference and your booth space.

Booth space will be a 8-foot x 10-foot area with 2 chairs, and a skirted table. The Exhibitor registration fee is \$500, which includes **one** full registration, **your booth**, and **attendance to all convention functions**. **Each additional person in your booth must register at \$150 per person, which includes all convention functions.**

**PLEASE NOTE: The Golf Tournament is a separate function with a registration fee of \$150 per person.**

The exhibit hall will be open for set-up on Friday, March 12, 2010 from 2:30 p.m. to 5:00 p.m. Exhibit teardown is March 13, 2010 at 3:00 p.m. Look on page 3 for the complete Convention Agenda.

**Please mail your completed  
Vendor, Sponsor, and Additional Registrant Form(s) to:  
LITDA  
P.O. Box 82531  
Baton Rouge, LA 70884**

**If paying with a credit card, you can fax your completed registration form(s) including your credit card information to 225-767-7648.**

**Questions? Call Jill Guillory at 225-767-7640.**

## HOTEL INFORMATION

The Convention will be held at the **Beau Rivage Resort & Casino**. The special room block rate is **\$149.00 per night**. **The deadline for receiving this special rate is February 18, 2009.** After this deadline, rooms will be based on current rates and availability. **Reservations can be made by calling the Beau Rivage at (888) 383-7037 and make sure to mention the LITDA Annual Convention.**

## CANCELLATION POLICY

***The full amount of your registration fee will be refunded until February 25, 2010. All registrations received after February 25, 2010 will be charged a \$25 late fee. There will be no refunds after February 25, 2010. There will be no refunds for no shows. If you are registering two or more people please fill out A SEPARATE REGISTRATION FORM FOR EACH PERSON!! However, you can send them in all together and pay with one check.***

**We look forward to seeing  
you in Biloxi in March!!**

# LITDA ANNUAL GOLF TOURNAMENT

Friday, March 12, 2010  
10:00 a.m. Modified Shotgun Start  
Shell Landing  
3499 Shell Landing Blvd.  
Gautier, MS 39553



The City of Gautier is located on Mississippi's Gulf Coast approximately 20 minutes east of Biloxi. Enjoy miles of unspoiled coastline, Pristine Lakes, and distinctive architecture. Shell Landing is one of the country's grandest natural settings – with 400-year-old oak trees, healthy marsh lands, sweet water creeks and the salty touch of the Gulf of Mexico. Golf Digest names Shell Landing among America's Best New Courses of 2002. The January 2003 issue ranked the Davis Love championship design #5 in America in the Best New Upscale Public category, and the only one in the top 5 located in the South.

**Modified Shotgun start will begin at 10:00 a.m. Golf Tournament Fee is \$150.  
Lunch and Refreshments Provided!**

Teams will be formed at the Reception on Thursday, March 11, 2010.

Prizes will be given for 1st, 2nd, and 3rd place

*\$2,500 Golf Sponsorship & Hole Sponsorships are available (see page 5)*

## HOTEL DIRECTIONS TO THE BEAU RIVAGE RESORT & CASINO

### Driving Directions

#### From Baton Rouge:

- Take I-12 East towards Hammond
  - Take exit 85C to merge onto I-10 E toward Bay St Louis Entering Mississippi
  - Take exit 46A to merge onto I-110 S/MS-15 S toward Keesler A.F.B./Biloxi/Hospital
  - Take exit 1A to merge onto Beach Blvd/US-90 E toward Ocean Springs
- \* Estimated travel time: 2 hours and 15 minutes\*

#### From Gulfport / Biloxi Airport to Beau Rivage: Traveling I-10

- When leaving the airport property, turn left onto Airport Boulevard.
- Proceed to traffic signal and turn right. (highway 49)
- Travel approximately 3/4 mile to Interstate and go East on I-10.
- Take Exit 46-A (I-110 Loop)
- Stay on I-110 Loop to the Ocean Springs exit ramp.
- Ocean Springs Exit will put you on Highway 90 East.
- Estimated travel time: 15 - 20 minutes\*

*\*Beau Rivage is the first hotel-casino on the right on Highway 90.\**

Join the  
**Louisiana Independent Tire  
Dealers Association**

**Hall of Fame Banquet**  
*Saturday, March 13, 2010*  
*7:00 p.m.*  
**Beau Rivage Resort & Casino**

**2010 Hall of Fame Inductees:**  
**Dennis Richard, Barry Yoes & Glen Yoes**

The Hall of Fame Banquet is hosted to honor the individuals who have played a significant role in the growth and development of the Tire Industry and the Louisiana Independent Tire Dealers Association. The inductee will have proven success and leadership within the industry, as well as public service for the community at large where they work and live. The Hall of Fame Banquet offers those in attendance an opportunity to network while enjoying refreshing cocktails and an exquisite meal.

Please turn to the Member Registration Form on page 2 or the Vendor Registration Form on page 8 to register each person attending the Hall of Fame Banquet. If you are not attending the convention, the fee for attending just the Hall of Fame Banquet is \$85 per person.

Please contact Jill Guillory at 225-767-7640 with any special dietary needs or requirements by March 1, 2010

***Don't Forget to drop by the  
LITDA Tradeshow  
Saturday, March 13, 2010  
11:30 p.m. - 3:00 p.m.  
Beau Rivage Exhibit Hall!***

***Join us for a good time on the Coast!***

**LITDA Hall of Fame Banquet**  
*March 13, 2010 at 7:00 p.m.*  
**Beau Rivage Resort & Casino**

**The Hall of Fame Banquet is hosted to honor the individuals who have played a significant role in the growth and development of the Tire Industry and the Louisiana Independent Tire Dealers Association.**

**Please join LITDA in honoring our**  
**2010 Hall of Fame Inductees:**  
**Dennis Richard, Barry Yoes & Glen Yoes**

[www.litda.org](http://www.litda.org)

**LITDA**  
**P.O. Box 82531**  
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**Toll Free Phone (800) 887-9806**  
**Phone (225) 767-7640**  
**Fax (225) 767-7648**