

2009 KIAWA ANNUAL CONFERENCE

February 9 • February 10, 2009

EXECUTIVE WEST HOTEL (CROWNE PLAZA, Dec '08) • LOUISVILLE, KENTUCKY

MEMBER REGISTRATION KIT



CONFERENCE SCHEDULE OF EVENTS

Monday, February 9

- 7:30am Conference Registration opens
- 12:00pm WELCOMING LUNCHEON
Welcome from the KIAWA Chairman
Bob Holderfield, Holderfield Battery Co., Bowling Green, KY
Beyond the Goal Line
Jack Park, CSP, Team Gridiron, Columbus, OH
- 2:00pm **How to Develop an Effective Business/Marketing Plan**
Jack Park, MBA, CPA, CSP, Financial Insights, Columbus, Ohio
- 4:00pm **Is there an Employment Lawsuit in Your Future?**
Richard A. Millisor, Partner, Millisor & Nobil, LPA, Broadview Hts., OH
- 5:00pm Visit the Exhibits
- 6:30pm GRAND RECEPTION — "Sock Hop – 50's Style"
featuring *Joey and the Cruisers*

Tuesday, February 10

- 8:00am Registration opens
- 9:15am **If Disaster Strikes, Will You Be Open for Business**
Scott Warren, Regional Mgr., Federated Insurance, Indianapolis, IN
- 8:30am **LADIES TOUR!**
"Paint Your Own Pottery Party", lunch at LaTea Da...and shopping!
- 10:15am **Profitable Parts Marketing**
Anne Salemo, President, Charter Software, Littleton, CO
- 11:30am LUNCHEON
- 1:00pm **Annual Meeting**
President Bob Holderfield presiding
The Future of the Automotive Aftermarket
James John, Chair, Automotive Aftermarket Management,
Northwood University, Midland, MI
- 2:30pm **How to Command Top Price from Your Customer**
Marc Slutsky, Street Fighter Marketing, Columbus, OH
- 4:00pm Door Prize Drawing
Adjournment



YOU'RE INVITED....

As your KIAWA President, I strongly encourage you to attend this year's KIAWA Annual Conference. In addition to the excellent slate of speakers and the array of topics planned, the Annual Conference promises a great opportunity for networking and sharing among members.

Bob Holderfield
KIAWA President

Look through this "Fact Sheet" and Registration Form to see if you don't agree. We will also be celebrating KIAWA's 50th Anniversary during the 2009 Annual Conference.

A single company registration reserves your spot at each seminar and the Monday evening Grand Reception. The only other charges are for the Welcoming Luncheon and Tuesday Luncheon -- both are optional, but will provide excellent networking opportunities. A Ladies' Tour is also planned for those who wish to partake.

There will be something for everyone: exhibits, networking, and a ladies' tour.



Suppliers and service companies will be on hand to talk with wholesalers about their products and services. Here's a peek at some of the companies that have indicated an interest in exhibiting:

- Cellution Group - Wireless Experts
- EMS Bankcard Services
- Hartfield Company - Group insurance
- KIT Federal Credit Union
- Federated Insurance - Business Insurance
- SuperFleet Fuel Discount Program

And each wholesaler who visits the exhibits will be eligible to win one of several door prizes to be awarded Tuesday afternoon!

I hope that you, your spouse, and your key personnel will join us in Louisville for our Annual Conference.

2009 KIAWA ANNUAL CONFERENCE REGISTRATION FORM

Monday, February 9 • Tuesday, February 10 • Executive West (Crowne Plaza), Louisville, Kentucky

Firm Name _____ Address _____

City _____ State _____ Zip _____ Phone: _____ Fax: _____

Contact person: _____ Email: _____

CONFERENCE REGISTRATION

All wholesalers attending the Conference must register and wear badge for admittance to the educational and social activities. List names below for badges. Badges and tickets will be waiting for you at the Conference registration desk. Substitutions accepted, but no refunds, if canceled after January 31.

List names to be printed on badges	Company Registration Fee \$135	Monday Welcoming Luncheon \$20	Monday Reception (Included) \$0	Tuesday Luncheon \$20	Tuesday Ladies Tour "Paint Your Pottery" \$130	
Name _____ \$135 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____
Name _____ 0 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____
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Name _____ 0 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____

Can't attend the entire conference? Then take advantage of these Single Day fees

List names to be printed on badges	Monday Registration (Sessions) \$69	Monday Welcoming Lunch \$20	Tuesday Registration (Sessions) \$79	Tuesday Luncheon \$20	Tuesday Ladies Tour \$130	
Name _____ <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____
Name _____ <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____

PAYMENT METHOD (Prepayment is required.) Total \$ _____

Check enclosed, payable to "KIAWA".

Please charge to: MasterCard Visa Amer. Exp. Acct # _____ Exp. Date ____ / ____

Cardholder (printed) _____ Cardholder Signature _____

Welcoming Luncheon



Beyond the Goal Line

In this keynote, Conference speaker Jack Park takes off his CPA hat and puts on his broadcaster cap to talk about some of his favorite football stories. We think you'll find them humorous, unusual, entertaining, and outstanding happenings. We think Jack will have you smiling and laughing, even if you're not a big fan of football!

Jack Park: In addition to CPA and MBA following his name, Jack also has CSP (Certified Speaking Professional). He is also a veteran 21-year college football analyst, radio commentator, author, and columnist.



Ladies' Tour -- "Paint Your Own Pottery"



"Paint Your Own Pottery"

At the Paint Spot, Louisville's original paint-your-own pottery experience is unlike any other. They offer all the tools you need, plus their creative staff will help you along the way – creating the ideal setting for fun! You pick the piece. You design and paint it. They glaze it, fire it, and then ship to you.

The Colonnade Café

Then it's lunch at The Colonnade Café. Located on the fifth floor of the newly relocated Louisville Antique Mall in downtown Louisville, the Colonnade Café features the warmth and charm of authentic Southern fare. Gourmet soups, salads and sandwiches are featured daily in addition to the famous selection of Colonnade desserts.

The Louisville Antique Mall

A newly renovated 1920's Art Deco building houses the Louisville Antique Mall, filled with 5 stories of quality merchandise from more than 200 dealers. Truly, a credit card heaven – or just fun browsing!

Annual Conference Keynotes, Seminars, and Workshops



How to Develop an Effective Business/Marketing Plan

During the past few years, a number of members have requested help with developing business/marketing plans – for their bankers, for their manufacturers, and for themselves. This presentation will explain key elements for developing the required plans and the procedures to accomplish your goals. The plan is crucial, but the execution of the plan is "where the rubber meets the road." This seminar's will focus on melding all the elements – financial leadership, strategic thinking, strategic planning, operations planning, and financial planning – into a plan that is visionary, yet workable and achievable. A strong emphasis will be placed on the execution (or marketing and sales) to achieve your goals.

Jack Park: Jack is a Certified Public Accountant and holds an MBA from the University of Pittsburgh. After holding positions at Westinghouse, White Consolidated, and Allis-Chalmers, Jack founded Financial Insights, a consulting and seminar development firm, in 1989. Financial Insights assists organizations with their business planning, and with improving their profitability and financial reporting. He has presented programs nationwide for 44 different State CPA Societies, Associations, and Institutes, as well as numerous associations and corporations.



Is there an Employment Lawsuit in Your Future?

Discrimination in hiring? Sexual harassment? Reprimands? Firings? Layoffs? Illegal use of drugs? Alcohol abuse? Accommodations for disabilities? Overtime disputes? Suspected theft? OSHA inquiries? It only takes one disgruntled employee, applicant, or former employee to smudge your corporate image and create mountains of legal fees. This presentation will take a broad overview of these topics and more – with recommendations for handbook content, drug and alcohol testing programs, and basic hiring and firing procedures. The age-old saying, "An ounce of prevention is worth a pound of cure" is so very appropriate in employment relations – for communication with employees and to help keep you out of court!

Richard A. Millisor: Rich, a Certified Specialist in the Labor and Employment Law and an AV rated attorney, is a partner with Millisor & Nobil where he has exclusively represented employers in the labor and employment arena since 1993. Rich has successfully represented employers before state and federal courts and administrative agencies in all areas of the employment law, including discrimination, wage and hour, and unfair labor practice litigation. He has argued multiple employment cases to the Supreme Court of Ohio and the United States Sixth Circuit Court of Appeals. Rich also has an active traditional labor practice, where he represents employers in prosecuting arbitrations and negotiating collective bargaining agreements.



If Disaster Strikes, Will You Be Open for Business?

The ability of your business to deal with disasters is crucial not only to its future, but to the success of your community as well. How would your business react to the challenges that result from a tornado, fire, or flooding? Aptly named, Open for Business® helps you reduce commercial and residential property losses associated with extreme weather events and natural disasters. This program includes a 13-piece continuity plan to help identify and resume essential business functions, protect people and property, minimize downtime, and retain clients and customers following a disaster. The program – which the Institute for Business and Home Safety values at \$2,000 – is now available to KIAWA members and their employees at no cost. If you want to learn how to reduce your potential for loss should disaster strike and reopen quickly should you be forced to close, this is a must-see presentation.

Scott Warren: Scott joined Federated Insurance in 1992 as a marketing development trainee, quickly transitioning to marketing representative in Hattiesburg, MS, and then to District Marketing Manager in 1996. He was promoted to Regional Marketing Manager for the Great Lakes Region April 2007. Scott has earned Chairman's Council 13 years in a row, has been a District Big Hitter 2 years as a marketing representative and 7 years as a district marketing manager, and has been a Life Contest winner 8 times.



Planning for Profit from Parts

One of today's top challenges is making the parts business more profitable. Understanding why good parts management is essential to your business's success is the first step. Don't let lost sales, lack of parts control, physical inventory problems and obsolescence drain profits out of your parts department! By learning what key parts department metrics are and how to measure them, you can improve your parts turnover, fill, margins, stock order, and, where applicable, parts vs. shop percentages. This session will review methods for you to track parts profits, analyze current performance, and react on the areas that need attention. Simply raising prices is not the answer. Strategies for increasing parts sales such as customer profiling, up-selling, and new pricing strategies are all different means to increase parts profitability.

Anne Salemo: Anne is president of Charter Software Inc., a provider of business management systems. As a key contributor to the company's endeavors, Anne's enthusiasm for the continued progress of the industry is at the forefront of Charter's software developments. Prior to heading the company, Anne practiced as a CPA, with a Caterpillar dealership as her main client.



The Future of Aftermarket Management

What is the real status of the automotive aftermarket? This session will look at its various components – wholesale, retail, new vehicle dealers, etc. Then the "crystal ball" comes out for projections on what could happen in the next 3 to 5 years from the Chair of the University of the Aftermarket. It is the premier career education resource for professionals in the vehicle parts manufacturing, distribution and service categories.

James R. John: Jim is Chairman of the Automotive Aftermarket Management Department on the Midland, Michigan Campus of Northwood University. He has been associated with the Automotive Aftermarket for over 37 years. Previous employment includes the Champion Spark Plug Co., NAPA, and the Triad Systems Corporation. John is on the Board of the Automotive Aftermarket Industry Association, serves on the Scholarship Committee of the Specialty Equipment Manufacturers Association, and the Education Committee of the Automotive Aftermarket Industry Association.



How to Command Top Price

A Street Fighter learns how to market, promote and increase sales without spending money! Street Fighting helps you discover clever, shrewd and guerrilla style tactics to get free and low cost advertising exposure, as well as effective selling and tele-marketing skills. In short, how to out-think your competition without out-spending them! Here are some highlights:

- How to identify the profitable customers from the ones that only talk a good game yet waste your time and eventually lose you money.
- How to establish credibility so customers take notice.
- The 7secrets to guarantee customer satisfaction.
- What to say and how to say it to get the most results.
- How to use publicity to get customers to come to you.
- How to get past the gatekeeper – the person who can't say "yes" but can say "no" – and get to the real decision maker.
- How to make an effective first contact and avoid wasting your time -- learn what valuable information you need before you "engage", how to get it without exposing your position, and how to get commitment from your customer by presentation's end.
- How to set up appointments that set up commitments – uncovering the real decision maker and what it takes to get to the decision.
- How to probe for valuable details, handle objections, properly diagnose your customers problems, and then perform a "cashectomy".

Marc Slutsky: Marc is the Chief Operating Officer with Street Fighter Marketing in Columbus, Ohio. He has been with the organization since its inception over 25 years ago, first serving as an advisor and consultant then later on a full-time basis. Marc's responsibilities include converting effective, low-cost promotions into easy-to-understand workshops, training sessions and materials. Marc is the co-author, along with brother Jeff, of five books, including *How to Get Clients*, *Street Fighter Marketing*, and *Smart Marketing*. They are also the producers of Street Fighters Profit Package, a complete audio and video self-training program.



PO Box 68
Dublin, Ohio 43017

Annual Conference Material Enclosed
Conference Schedule
Topics and Speakers
Registration Form
Hotel Reservation Form

HOTEL RESERVATION FORM • EXECUTIVE WEST HOTEL (CROWNE PLAZA)

SEND TO:
Reservations Office
EXECUTIVE WEST HOTEL (Crowne Plaza, Dec. 2008)
830 Phillips Lane
Louisville, KY 40209 – 1387
1-800-626-2708 Fax 502-585-9029

These special Conference ROOM RATES only available with this Reservation Form.
Room Rate 2-9-09 thru 2-10-09 is \$119 per night
Rate does not include tax of (15.01%)
Cancellations must be made 24 hours prior to arrival
Questions? Call: Kentucky-Indiana Automotive Wholesalers Association, 1.800.606.6332

Please send your reservation directly to the Executive West Hotel (Crowne Plaza, December '08) on this form

Hotel Reservation Cut Off Date 1-10-09 After this date rooms may not be available.

All no shows will be charged to method of payment on file following your 6:00 p.m. commitment line.

GUEST INFORMATION FOR Kentucky-Indiana Automotive Wholesalers Association (MUST BE COMPLETED)

Guest Name _____

Phone _____

Address _____

City _____ State _____ Zip Code _____

Credit Card to Guarantee Reservation for late arrival _____ Exp.Date ____ / ____

All reservations not guaranteed will be released to be sold after 6pm on date of arrival.



We will arrive: Date _____

We will depart: Date _____

Requested Room Type: Single Double
(Room type is just a request and cannot be guaranteed.)



Return combination registration form to:
Kentucky-Indiana Automotive Wholesalers Association
PO Box 68, Dublin, Ohio 43017-0068
614.889.1309 Fax: 614.889.0463
Send the Hotel Reservation Form the Executive West Hotel