

SCHEDULE

May 15-16-17, 2012

The 3rd Annual *Automotive* BOOT



CAMP

CONFERENCE HOSTED BY
FIRST CLASS EDUCATORS


The 3rd Annual
Automotive

May 15, 2012

BOOT CAMP



- 9am - 3pm Exhibitor Setup
- 1:00pm Boot Camp Fitness Program Assessments
- 3:30am Registration Opens
- 5:00pm Opening General Session
 - Keynote - Matt Murray, Dealer.com
 - Keynote - Will Cross - *Sponsored by Dealer.com*
- 7:00pm Cocktail & Wine Reception in Exhibit Hall -
Sponsored by Dealer Fire
- 8:30pm Evening Entertainment in Exhibit Hall

Thanks to all of our Sponsors and Exhibitors



6:00am Morning Workout Session
 8:00am Opening Breakfast
 9:00am Opening General Session
 Keynote - Travis Miller & Jimmy Vee
 10:30am Coffee Break in Exhibit Hall
 11:00am Conference Workshops (choose from 8)

The 3rd Annual
Automotive
BOOTCAMP  **CAMP**
 May 16, 2012

GOLD	SILVER	BALLROOM 3	STERLING AB	COPPER	BRONZE	PLATINUM	STERLING C
<i>How to Find The Profit Leaks and Opportunities on Your Website</i> – Brian Pasch and Julie Chisum	<i>The State of Automotive Internet Marketing</i> – Jeff Tirey	<i>The Dynamics of Dynamic Sales Management for High-Volume and High-Profitability</i> – Jim Zeigler	<i>Mastering Social Media to Increase Your Brand Awareness in Your Local Market</i> – Tim Martell	<i>Selling with Blogging Without Really Selling</i> – Christine Rochelle	<i>Video Production Tips: Lighting, Audio, and Staging</i> – Patrick Perrotto	<i>Best Practices for Screening, Selecting, and Hiring Dealership Employees</i> – Ralph Paglia	<i>So Lo Mo: Winning With Today's Car Shopper</i> – Jack Simmons
GM,GSM,DOM,ISM,MM	ISM,MM	DP,GM,GSM	ISM, MM, GM, DP	ISM,DOM,MM	ISM,MM,FXOP	DP,GM,GSM,FXOP	GM,GSM,ISM,MM,FXOP

12:15pm Exhibitor Meetings & Demos
 1:00pm Conference Lunch
 2:00pm Conference Workshops (choose from 8)

COPPER	SILVER	BRONZE	STERLING AB	GOLD	BALLROOM 3	STERLING C	PLATINUM
<i>Using Location Based Apps In Your Digital Marketing Strategy</i> – Eric Miltsch	<i>Increase Your Reach and 1st Party Leads with Proven Adwords Strategies (PPC)</i> – Julio Gonzalez	<i>Reinsurance Strategies To Increase Profits</i> – Tim Byrd	<i>How to Build Effective Processes For Collecting Customer Reviews in the Service Drive</i> – Paul Long	<i>Customer Retention and Loyalty Strategies That Leverage Mobile Technology</i> – Glen Garvin	<i>10 Ways to Optimize Your Primary Dealership Website</i> – Kendall Billman	<i>Automated Systems and Artificial Intelligence, Friend of Foe?</i> – Drake Baerresen	<i>Leveraging Google Analytics and Webmaster Tools</i> – Brian Pasch
GM,MM,ISM,DOM	GM,ISM,MM,DOM	DP,GM,FXOP	FXOP,GM,DP	DP,GM,GSM,FXOP,MM	DP,GM,GSM,ISM,MM	GM,GSM,ISM,DP,BDC	GM,GSM,ISM,DOM,MM,FXOP

3:30pm Conference Workshops (choose from 8)

COPPER	SILVER	BRONZE	STERLING AB	GOLD	BALLROOM 3	STERLING C	PLATINUM
<i>Independent Internet Leads: Do You Really Know Who They Are, Where to Find Them, and How to Sell Them?</i> – Egon Smola	<i>Crucial Steps Proven to Increase Conversion of your Website Traffic and to Close 3rd Party Leads at a <10%+ Close Ratio</i> – Christy Roman and Jennifer Boland	<i>10 Steps to Selling 10,000+ Internet Units</i> – Jim Flint	<i>Maximizing Online Auctions for Increased Sales and Profits</i> – Mark Burack	<i>How to succeed in reaching today's auto shopper online using Social, Local, and Mobile strategies</i> – Kate Balingit	<i>Best Practices for Merchandising Your Online Inventory</i> – George Nenni	<i>Keys to Finding the Right People and Giving New Hires a S.H.O.T. to be Successful in the Internet Department</i> – Joe Webb	<i>Mobile Apps: How Dealers Can Capture, Convert and Retain Customers on the Go</i> – Ben Anderson
DP,GM,GSM,ISM	DP,GM,GSM,MM,DOM	DP,GM,GSM,DOM,ISM,MM	DP,GM,GSM, BDC, MM	ALL	GM,GSM,ISM,MM	ISM,GM,GSM	DP,GM,GSM,DOM,FXOP

4:30pm General Session
 Keynote - Brian Pasch, PCG Digital Marketing
 Keynote - Tracy Myers

6-8:00pm Cocktail & Wine Reception in Exhibit Hall - *Sponsored by ADP|Cobalt*

Workshop content geared to:

Dealer Principle	DP
General Manager	GM
General Sales Manager	GSM
Business Development Center	BDC
Internet Sales Manager	ISM
Sales Professional	SP
Fixed Operations	FXOP
Marketing Manager	MM
Director of Marketing	DOM



The 3rd Annual
Automotive
BOOT CAMP



May 17, 2012

- 6:00am Morning Workout Session
- 8:00am Conference Breakfast
- 9:00am Exhibit Hall
- 9:30am Conference Workshops (choose from 8)

STERLING C	BRONZE	STERLING AB	GOLD	SILVER	COPPER	BALLROOM 3	PLATINUM
<i>CRM Templates That Increase Contact Rates & Appointments</i> – Marc McGurren	<i>Video Marketing & SEO Strategies</i> – AJ LeBlanc	<i>High Performance F&I : What To Do and Say To Achieve "Super Star" Numbers</i> – Jim Zeigler	<i>Using Google + To Connect with Customers While Enhancing Your Automotive SEO Strategy</i> – Brian Pasch	<i>Gearing dealer television stations to work with their digital advertising</i> – Tim Grand	<i>Creating Effective Landing Pages That Increase Conversion</i> – James Fabin & Ulrika Beard	<i>How to Use Objective Data to Create Performance Plans and Compensation Models</i> – Ralph Paglia	<i>The Road to Revolution: How Car Buying Has Changed and How You Can Benefit From It</i> – Eddie Cawley
GM,GSM,ISM,BDC	DP,GM,ISM,DOM,MM	DP,GM,GSM	GM,MM,DOM,ISM	DP,GM,MM,FXOP,DOM	GM,ISM,MM	DP,GM,GSM,FXOP	ALL

- 11:00am Conference Workshops (choose from 8)

STERLING AB	BALLROOM 3	SILVER	STERLING C	BRONZE	COPPER	GOLD	PLATINUM
<i>Pinterest: What is it, Why you need it, Why it will boost your SEO</i> – George Nenni	<i>SEO Techniques that Leverage the latest changes in Google's Search Algorithm</i> – JD Rucker	<i>The 7 Habits of Highly Effective Internet Sales People</i> – Keith Shetterly	<i>How to Leverage LinkedIn for Sales, Conquesting, and Client Retention</i> – Steve Murphy	<i>How To Create Effective PPC and Digital Marketing Campaigns for Service</i> – James Kovacs	<i>Too Many Reports!! Consolidating Vendor Reports into a Management Dashboard Tool</i> – Brian Pasch	<i>How to Best Train Your Staff and How to Know When You Have It Right</i> – Ralph Paglia	<i>Inspecting and Benchmarking Your Internet/BDC Department</i> – Jerry Thibeau
MM,ISM,DOM	GM,ISM,MM	DP,GM,GSM,ISM	GM,MM,ISM,DOM	GM,ISM,MM,DOM	ALL	DP,GM,GSM,FXOP	DP,GM,ISM,BDC

- 12:15pm Exhibitor Meetings & Demos
- 1:00pm Conference Lunch
- 2:00pm Conference Workshops (choose from 8)

STERLING C	GOLD	COPPER	SILVER	PLATINUM	BALLROOM 3	BRONZE	STERLING AB
<i>How to Create the Best Call Center Blend (Staffing, Training, Rewarding)</i> – Joni Stuker	<i>Humanizing your Digital Strategy- Understanding that clicks are people too!</i> – Sean Peoples	<i>Are You Underestimating the Influence of ZMOT in Your Sales Processes?</i> – Ed Parkinson	<i>Profitable Mobile and Social Media Strategies That Turn Car Shoppers Into Dealer Advocates</i> – Joe Mescher	<i>Exploding Website Conversion – An insider's road map to benchmarking and converting 50% of your dealerships websites visitors.</i> – David Page	<i>Effective BDC Processes and Workflow to Increase Productivity</i> – Marc McGurren	<i>Illustrating culture shifts for profitable used car operations while addressing a common question of "Where did the profit go?"</i> – Bill Reidy	<i>Using YouTube to Supplement Your Social Strategy</i> – Brittany Richter
DP,GM, GSM,ISM	GM,DP,MM,ISM	DP,GM,GSM,ISM,MM	ALL	DP,GM,FXOP	GM,GSM,ISM,BDC	DP,GM,GSM	GM, GSM,ISM,MM,DOM

- 3:30pm General Session
- Keynote - Pat Kelly, Car Research
- Keynote - Brian Yamada, Bing and Julio Gonzalez, Haystack Digital Marketing
- 5:30-7:30pm Cocktail & Wine Reception in Exhibit Hall - Sponsored by Client Connexion

Workshop content geared to:

Dealer Principle	DP
General Manager	GM
General Sales Manager	GSM
Business Development Center	BDC
Internet Sales Manager	ISM
Sales Professional	SP
Fixed Operations	FXOP
Marketing Manager	MM
Director of Marketing	DOM



Three Talented Trainers To Energize Boot Camp Attendees

The 3rd Annual
Automotive
BOOTCAMP

May 15-16-17, 2012




Rick Ivone, Jr.

LIFESTYLE + LEADERSHIP COACH

For the past 25 years, Rick Ivone, Jr. has dedicated his life working in the Health & Wellness Industry as a Certified Personal Trainer, Fitness Consultant, Certified Holistic Nutritionist and Diabetic Life Coach. Owner of IV'One Fitness Consulting, Inspired Diabetic, LLC and Co-creator of BURN-Ignite Your Life, Rick's mission has always been "To help others Live + Lead their very BEST Life" while implementing positive Lifestyle changes and strategies.

Rick has worked with diverse clientele ranging from Professional Athletes, Celebrities, High-Profile Entrepreneurs, Diabetics, Physicians and health & Wellness Practitioners from all over the world.

Rick is a 15-year veteran living with the opportunity of being a Type 1 Diabetic. Praised for his contagious passion, enthusiasm and positive energy, he is an extraordinary Leader and Motivational Speaker who lectures throughout the world.



Boot Camp Fitness Program sponsored by



LIQUIDMOTORS



Stu Mittleman

FITNESS + ENERGY COACH

Stu is a world record-setting endurance athlete, sought-after fitness coach, and motivational speaker with degrees in Sociology, Sports Psychology, and Exercise Physiology. Recently inducted into the American Ultra-running Hall of Fame, and been called the Greatest All-Around American Ultra-Distance Runner by Ultrarunning Magazine. Stu has been a faculty member and part of an elite coaching team at Anthony Robbins' Mastery University since 1991.

As a world-class endurance athlete, Stu set eight National and International records running, including the 1,000-mile world record in 1986 (11 days!), and American records for the 100-Mile Run (12 hours 56 min), and the Six-Day Race (578 miles). In 1983, Stu successfully competed in the IronMan (Hawaii) World Triathlon Championships (73rd out of 1000) and the UltraMan (Double IronMan) World Triathlon Championships (2nd Place).

He currently serves as the Director of Fitness at the world renowned Indian Wells Tennis Garden, where he provides world-class training for athletes of all ages and abilities.

In the summer of 2000, Stu decided to put his principles of endurance to the test, embarking on a 3,000-mile journey from San Diego to New York City. He finished in a remarkable 56 days! That's more than two marathons a day for 56 consecutive days! His "Journey Across America" raised over \$175,000 which was donated to the Anthony Robbins Foundation as start-up funding for the original the Global Youth Leadership Summit.



Todd Durkin

AUTHOR + PERFORMANCE COACH

Todd Durkin, MA, CSCS, is an internationally recognized performance coach, personal trainer, massage therapist, author, and speaker who motivates, educates and inspires people worldwide. He is the owner of Fitness Quest 10 in San Diego, CA, where his wonderful team of 35 focuses on health and human performance of a broad clientele. Todd trains dozens of current NFL, MLB, & NBA athletes, including the 2 Super Bowl MVP's, 1 NFL League MVP, 2 Heisman Trophy winners, and one Olympic Gold Medalist.



Todd has authored 40 DVDs on strength and conditioning, functional fitness, massage/bodywork and business/personal growth. His book, The IMPACT! Body Plan, is a 10 Week program designed to create world-class fitness and life performance. Tens of thousands of people have been positively IMPACTED through his IMPACT program and he continues to share his message through motivational talks and inspirational programs to companies and conferences worldwide. He lives by the words: PASSION, PURPOSE, & IMPACT.

Todd has been coaching and leading his Todd Durkin Mastermind Group for health & fitness professionals for the past 4 years and has helped coach hundreds of health & fitness entrepreneurs reach monumental success in their businesses. Todd believes "Who you surround yourself with, your mentors, and your inner circle" all play a vital role in creating massive business and life success.

Find out more about Todd at www.ToddDurkin.com.

GET TOUGH • GET FOCUSED • GET SELLING