



Colorado Automobile Dealers Association

## **Seminar: Maximizing Technologies in Automotive Computing**

- **This seminar takes a comprehensive look at which new technologies are worth purchasing versus which are costing dealers time and money with little or no return.**

### ***Who should attend: Dealers, General Managers and Controllers***

City	Date / Time	Location
<b>Grand Junction</b>	<b>Mon., May 24, 2010</b> 11:30am to 1:30pm <i>Lunch included</i>	Holiday Inn & Suites – Grand Junction Airport 2751 Crossroads Blvd. Grand Junction, 81506 970.424.5888
<b>Loveland</b>	<b>Tues., May 25, 2010</b> 7:30am to 9:30am <i>Breakfast included</i>	Embassy Suites Loveland 4705 Clydesdale Parkway Loveland, 80538 Phone: 970.593.6200
<b>Colorado Springs</b>	<b>Tues., May 25, 2010</b> 12:30pm to 2:30pm <i>Lunch included</i>	Department of Motor Vehicles Powers Office 5650 Industrial Place (Southeast Corner of Powers Blvd. and Airport Road) <b>**Colorado Springs dealers should register directly with CSADA, Ann Winslow, 719.473.1465</b> <a href="mailto:abwinslow@comcast.net">abwinslow@comcast.net</a>

With the advent of new solutions and technologies, The Paul Gillrie Institute has developed new computer pricing schedules and current, effective rules and techniques to reach those prices. The price of any computer system is determined by the buyer’s knowledge of the computer industry and his/her negotiating strategy.

- Our presenter will walk you through the processes of understanding and communicating with the DMS providers
- You will be able to analyze and reduce monthly computer expenses; identify unnecessary costs or over-billing
- You can bring your monthly bills and ask questions. Eighty percent of a dealer’s expense is in the recurring monthly charges.
- Our presenter will instruct you in optimal negotiating strategy and how to use it to guarantee substantial discounts on both hardware costs and software maintenance “monthlies”.



From the single-point owner to the mega-dealer, this seminar will help dramatically reduce computer costs. Presented in a clear, non-technical and entertaining manner, each attendee will exit the Gillrie presentation with the knowledge and confidence required to negotiate the right deal on the right terms. The objective is to equip all attendees with the tools to develop a long term plan for their dealership.

***About Adam Gillrie,.*** After obtaining a degree at Tampa’s University of South Florida. He began his career as a sales and networking consultant for a major computer retailer. Adam has been with the Paul Gillrie Institute for eleven years and has led hundreds of dealer clients through the minefield of dealership computer acquisition. Adam’s status as a respected advisor to America’s foremost automobile dealers is reaffirmed each time he is quoted in industry-tracking media.

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**TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$129/ 1<sup>ST</sup> PERSON AND \$99 / ADD'L PERSON**

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [*Checks payable to "CADA"*]

→ Register for this and other CADA events ONLINE at: [www.coloradodealers.org/registration](http://www.coloradodealers.org/registration)

Dealership Name \_\_\_\_\_

City Attending: \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Credit Card # \_\_\_\_\_

EXP \_\_\_\_\_  Check to request invoice

(*Visa / MasterCard / American Express accepted*)

**CANCELLATION POLICY:** CANCELLATIONS MUST BE RECEIVED ONE DAY PRIOR TO THE TRAINING SESSION

### **Questions:**

Tim Jackson, 303.282.1448  
[tim.jackson@coloradodealers.org](mailto:tim.jackson@coloradodealers.org)

Deb Lay, 303.282.1453  
[deb.lay@coloradodealers.org](mailto:deb.lay@coloradodealers.org)

### **Registration/Payment:**

Lauren Stadler, 303.457.5123  
[lauren.stadler@coloradodealers.org](mailto:lauren.stadler@coloradodealers.org)