



Colorado Automobile Dealers Association

Secrets to Creating a Super Controller

Become a super controller and drive your dealership's bottom line!

- Are you providing your dealer and managers with the reports they really need to make more money?
- Do you know what reports are crucial to monitoring your dealership and increasing profits?

In this dynamic half-day seminar, sought-after speaker, former super controller, noted speaker, and consultant **Sandi Jerome** (see reverse side for more background on your presenter) will give you the essential tools and information you need to answer these questions with a resounding **YES!**

City	Date / Time*	Location
Denver	Thursday, July 26 th 8:00 am to 11:00 am	William D. Barrow Building (CADA/MDADA Headquarters) 290 E. Speer Blvd (SW Corner of Grant/Speer) Phone: 303.831.1722
Grand Junction	Friday, July 27 th 8:00 am to 11:00 am	Doubletree Hotel 743 Horizon Drive 970.241.8888

This is a must-attend event for general managers, office managers and CFOs who need to move from everyday "bean counting" methods to mastering super controller techniques that increase efficiencies, save time and drive profits. In today's competitive market, it's critical that dealers have a "super controller" who's focused on two things: **maximizing profits** and helping others **streamline processes**. Don't miss this opportunity to learn essential super controller secrets from Sandi Jerome, a recognized expert in dealership internal controls.



Due to space constraints, each seminar is limited to the first 48 registrants. Sign up today!

TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT: \$159 / 1ST PERSON AND \$139/ADD'L PERSONS*

*Includes material handouts and breakfast

Email: rsvp@cadaonline.org

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

Name _____	Title _____
E-mail _____	Phone _____ Fax _____
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CANCELLATIONS: MUST BE RECEIVED TWO DAYS PRIOR TO THE TRAINING SESSION

SEMINAR CONTENT:

Tim Jackson, 303.282.1448
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SEMINAR CONTENT:

Tammi McCoy, 303.282.1449
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REGISTRATION:

Lauren Stadler, 303.457.5123
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More about the presenter, Sandi Jerome



Sandi Jerome is a regular speaker at NADA 20 Groups, NCM 20 Groups, GMAC, CPA firms, controller and Office Manager groups, State Auto Dealers Conventions.

Sandi Jerome consults and lectures on automotive business management, internal controls, and computer utilization for NADA Management Education, CPA firms, AICPA, 20 groups, manufacturers, and three of the major computer companies. She has been a highly rated speaker at NADA in the past few years. Her 2005 seminar, "**40 Valuable Things to Do with Your Computer System**" was rated 14 out of 63 seminars. **In 2006, her seminar, "How to Create a Super Controller" was ranked in the top 10.** She also provides in-dealership

computer training for dealers and evaluations of their existing systems and processes. She developed CompuSelect, a computer program that provides dealers with a computerized analysis of their computer bids and helps them pick between 20 different available DMS systems. She also developed **Data Miner!** which downloads a dealership's customer database into Microsoft Access for creating marketing campaigns. She specializes in third-party interfaces and training of R+R, ADP, UCS and EDS systems for downloading accounting, service, parts, and F&I data from remote locations and converting the data into Microsoft Excel, Access or ASCII files.

Sandi has over 25 years experience in the automobile business. She is a CPA with a degree in accounting, but also has the unusual combination of 3 years in F&I and another 2 years as an assistant general manager. She has been the fixed operations manager for parts and service and the controller and CFO for the largest Chevrolet and Dodge dealer in a 5-state area.

Sandi is the author of a series of self-study guides on the automobile business that is used by CPA firms for continuing professional education. She has written reviews of tax and accounting software for national computer magazines and two published mass market **computer manuals**. She writes a monthly newsletter, **The Profit Retention Newsletter**, and is the author of **The Super Controller Guide, Power ADP Reflection, Power R+R ERALink, The Ultimate Campaign Guide** along with a free monthly Excel Tip e-mail newsletter. She developed **The Pay Plan Wizard** – a tool for creating effective pay plans using Excel and she is the technical editor of **Digital Dealer** magazine.

See also <http://www.crsauto.com/>

COLORADO SEMINAR LOCATIONS JULY, 2007

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