



Colorado Automobile Dealers Association

Lifeline to Profits Seminar **Thursday/Friday, October 16-17, 2008**

Two-Day Dealer Participation Workshop **Gain The Competitive Edge You Need!!**

Is your dealership operating at peak performance? Are your current operations designed to capitalize on profit opportunities? In conjunction with the National Automobile Dealers Association (NADA), this Lifeline to Profits workshop is an outstanding opportunity to develop a strategy and action plan for maximizing your dealership's profits.

NADA trainers will help you identify untapped profit opportunities in your dealership. **You will take home a practical action plan specifically designed for you.** This in-depth and intensive two day session will provide you the essential edge you need to more effectively compete in today's competitive market.

In order to fully benefit from this exciting opportunity, it's important to bring your numbers:

- Financial statements
- Repair orders
- Parts stock order figures
- Vehicle inventory and used vehicle appraisals



You'll begin and end each day with a developmental session that refines a specific dealership action plan for you based on information covered in the workshop. You'll discuss the most positive action, event or result your dealership has seen in the last six months.

In addition, you'll be asked to provide trainers with information about a critical concern you'd like to identify as a key element in the improvement of your operation. Most important, *be prepared to actively participate.*

We strongly encourage you and your key managers to attend this valuable workshop. Space is limited so *please enroll today!*

Below is what dealers are saying around the country about this workshop:

"Great Job! I am taking home some money-making ideas we will use to add additional profit to the bottom line. I would recommend this seminar to anyone that is looking to improve the bottom line."

Tom Fitzpatrick, Fitzpatrick AutoCenter Inc.

"Very good workshop. It was great that it wasn't just theory. We used our dealership's numbers and you can see the effect of what a little change will do."

Tim Boes, Holmes Chevrolet

"Best two and half days I've had in a long time. Highly recommended!"

Perry Laures, Vern Laures Auto Center

For more information, visit: www.nada.org/ProductsServices/Lifeline/

Create a Lifeline to Greater Profits

Thursday/Friday, October 16-17, 2008

Dealer Participation Workshop



Colorado Automobile Dealers Association

A G E N D A

- DATE/TIME:** 8:00 a.m. to 5:30 p.m., **Thursday, October 16, 2008** (breakfast, lunch and dinner provided)
- - Dinner at the famous Buckhorn Exchange - -
8:00 a.m. to 5:30 p.m., **Friday, October 17, 2008** (breakfast and lunch provided)
- LOCATION:** William D. Barrow Building, CADA Offices, 290 East Speer Blvd., Denver
- TRAINERS:** Jim Phillips, NADA Group 20 Team Leader
Mark Rogers, NADA Dealership Management Consultant

You'll leave this hands-on workshop with answers to the following questions:

- Can I enhance and improve the performance of my dealership?
- How do I effectively analyze my current dealership operations?
- What's the best way to identify opportunities for change?
- What steps do I take to fully capitalize on these new opportunities?
- How do I tailor a plan specifically for my dealership?
- What's the most efficient way to put my plan into action?

TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$499/1ST PERSON; \$399/2ND PERSON:

Two breakfasts, two lunches and one dinner are included in the seminar!! Email: rsvp@coloradodealers.org

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

Name _____ Title _____
Dealership Name _____ City/Zip _____
E-mail _____ Phone _____ Fax _____
Credit Card #. _____ EXP _____
Visa / MasterCard / American Express accepted

If you have any questions, please contact us:

Tim Jackson Tim.Jackson@coloradodealers.org 303.282.1448
Tammi McCoy Tammi.McCoy@coloradodealers.org 303.282.1449

Hotel Information

\$129 One-Bedroom "Denver" Suite
Complimentary Parking

- Guests must ask for the Reservations Department and mention the "Colorado Automobile Dealers Association" group at the time of reservation to receive the special rate
- Toll-free 800.231.3915
- Check-in time is at 3:00 pm; checkout is 12:00 pm
- Rates do not include tax
- Special rate expires October 1, 2008
- Cancellations must be received 24 hours prior to arrival
- Special rates will be offered two days prior or after the dates above, based on availability
- Contact CADA for other hotel/lodging options

The
BURNSLEY
ALL SUITE HOTEL

The Burnsley All-Suite Hotel
1000 Grant Street,
Denver, CO 80203
303.830.1000
www.burnsley.com