



# 2007 Annual Conference

Planning for the Future :: March 2-4th, 2007

*This conference builds on last year's theme, Visions of the Future. Understanding where you're going and having the plans to get there will prepare your business for success.*

## Schedule

### Friday, March 2nd, 2007

**Welcome**, Carl Heideman, Eclectic Motorworks ..... 1:30 pm

**Keynote Speaker** ..... 2:00 pm

**Creating Your Business Plan** ..... 3:30 pm

A hands-on workshop creating your roadmap for the future. Each person will walk out of this seminar with their own unique business plan.

Welcome Reception and Dinner at Kip Motor Company ..... 7:00 pm

### Saturday, March 3rd, 2007

General public is invited to Saturday events unless otherwise noted.

Breakfast Buffet (BMTA members only) ..... 7:30 am

**Trade Show Opens** ..... 9:00 am

**The Electronic Antique** ..... 9:00 am

A Discussion on Electronic Ignition, Fuel Pumps and Other Options;  
Glenn Lenhard, Glenn's MG Repair and John Twist, University Motors

**Blow Up Your Car for Fun & Performance** ..... 10:30 am

Turbo/Supercharger History, Options, and Pitfalls; Kelvin Dodd, Moss Motors

Lunch ..... noon

**Cars Your Spouse Would Like** ..... 1:00 pm

Female and Family-Friendly Automobiles; Kip Lankenau, Kip Motor Company

**Welding Basics and Beyond** ..... 2:30 pm

Carl Heideman, Eclectic Motorworks

**Carburettor Guide** ..... 4:00 pm

Identification and Diagnosis; Joe Curto, Joe Curto Inc.

Excursion to Ft. Worth Stockyards and Dinner (BMTA members only) ..... 6:30 pm

### Sunday, March 4th, 2007

Breakfast ..... 8:00 am

**Creating Your Marketing Plan** ..... 9:00 am

You'll emerge from this mini-marketing bootcamp with a customized plan to reach your business goals. Debra Lankenau, Kip Motor Co.

**If You Want to Raise Your Price, You Need to Look the Part!** ..... 11:00 am

Developing your business image.

Lunch ..... 12:30 pm

**BMTA Membership Meeting** ..... 1—3 pm

**BMTA Board Meeting** ..... 6:30 pm

## Sponsors

**Classic Motorsports  
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### BRITISH MOTOR TRADE ASSOCIATION

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### HOST HOTEL & CONFERENCE

DoubleTree Club  
11611 Luna Road  
Dallas, Texas 75234  
Tel: 972-504-0055  
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Room Rate \$75.00  
Cutoff Date: 2/15/2007  
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