

# Keeping Up With The Times Conference Agenda



## Friday, March 27

### Radisson Hotel—The Meadows Conference Room—Plaza Level

Trade Show area available all day in The Meadows conference room

- 1:00-3:00 pm Opening Session and Participant Introductions  
Leveraging your BMTA Relationships (Networking)  
—Carl Heideman, Eclectic Motorworks
- 3:30-4:15 pm Modern Media: Getting the Most and the Best  
—David Wallens—Classic Motorsports
- 4:45-5:30pm Jaguar Classic Presentation  
—Stephan Schulz, Jaguar Classic Parts
- 6:00-6:30 pm Focus Sessions I  
-Shop and Technical Talk, Small Scale Manufacturing,  
Business and Employees
- 6:30-9:00 pm Dinner—Sponsored by Victoria British  
—Focus Sessions II



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## Saturday, March 28

- 7:30-8:30am Breakfast at Radisson  
— Sponsored by Classic Motorsports
- 8:45-9:00am Shuttles to Engel Imports
- 9:00-10:00 am Lessons from the Modern Service Shops  
—Roger Cole, DeNooyer Jaguar
- 10:00-11:00 am Expanding your Market – Late Model Jaguar Repairs  
—Jeff Vanorsdol, DeNooyer Jaguar
- 11:00-12:00pm High Performance Parts Marketing  
—Bill Terry, Terry's Jaguar
- 12:00-12:45 pm Lunch at Engel Imports
- 1:00-2:00 pm Bus and Shuttles to University Motors
- 2:00-3:00 pm Tours of University Motors
- 3:00-4:00 pm Modern Marketing: Video, Email, Websites for cheap  
—John Twist—University Motors, Alan Dalman—Eclectic Motorworks
- 4:15-5:15pm Bus and Shuttles to Radisson Hotel
- 6:45-7:00pm Bus and Shuttles to Engel Imports
- 7:30-9:30pm Dinner at Engel Imports—Sponsored by Engel Imports  
—Focus Sessions III



## Sunday, March 29

### Radisson Hotel—The Meadows Conference Room—Plaza Level

Trade show area available in the morning in the Great Lakes I conference room

- 9:00-10:00am Modern Tools for Classic Cars  
—Glenn Lenhard—Glenn's MG Repair
- 10:30-11:30am Brunch - Sponsored by Moss Motors  
—BMTA Business Meeting
- 11:30-12:30pm Manufacturing for Today and Tomorrow  
—Kelvin Dodd—Moss Motors, Jeff Schlemmer—Advanced Distributors
- 12:30-1:30 pm Conference Wrap-Up
- 2:30-6:00pm Post Conference Open House at Eclectic Motorworks

