

BMTA 2010 Annual Conference – *Expanding Markets*

(revised 1/19/10)

Friday, February 19th 2010

12:30 – 2:30PM Opening Session – Introductions with “Show and Tell” Presentations
This program will give each attendee the opportunity to introduce themselves to the group and to give one helpful hint or tip that aids them in running a successful business. This could be anything from your favourite scheduling software, to a bent wrench that allows you to tighten a hard to reach bolt! Time will be limited for each speaker so all have a chance to participate.

2:45 – 3:45PM Bus to Motorcar Garage – Maple Shade, New Jersey

3:45 – 5:45PM Tour of Motorcar Garage, Dinner sponsored by Engel Imports/Terry’s Jaguar Parts



Presentation by Ed Sweeney and Erika Matawick
The first of three shop visits, the trip to Motorcar Garage will be focused on allowing the attendees to reacquaint themselves with the group in a casual atmosphere. During the visit Erika and Ed will be sticking to the theme closely with their presentation, focusing on the expansion of the youth market.

5:45 – 6:30PM Bus to Renaissance Hotel, Philadelphia Airport

7:00 – 9:30PM Open Public Session with BMTA information and Special Guest Mike Cook
Carl Heideman will briefly address the public, explaining what the BMTA is and how it is a beneficial program for the owners and drivers of British cars. Afterwards, we welcome our guest speaker Mike Cook to speak regarding his history with the British car world over the years (former BL, Triumph and Jaguar publicity/advertising manager). There should also be sufficient time for the public to speak to all members individually afterwards. Tables will be available for BMTA Trade display.

Saturday, February 20th 2010

7:30 – 8:30AM Breakfast at Renaissance Hotel sponsored by Hagerty Insurance



9:00 – 10:00AM Bus to Ragtops and Roadsters – Perkasio, PA – Saturday’s Transportation sponsored by Carlisle Events



- 10:00 – 1:30PM Tour of Ragtops and Roadsters, sponsored lunch, presentation by Dave Hutchinson
Mike Engard and Dave Hutchinson will provide a full tour of their facility. Ragtops will be providing and sponsoring a lunch to all members. Afterwards, Dave will give a focus session on his marketing tactics for their business.
- 1:30 – 2:30PM Bus to Triumph Rescue/British Wiring– Bally, PA
- 2:30 – 3:30PM Tour of Triumph Rescue/British Wiring
Matt Bakes will be giving a tour of both businesses, and giving a presentation on the finer details of acquiring and running a secondary business (British Wiring) and how it has affected his market reach.
- 3:30 – 5:00PM Bus to Renaissance Hotel
- 6:00 – 6:15PM Bus to Simeone Foundation Museum
- 6:30 – 9:00PM Simeone Museum Tour, dinner sponsored by Moss Motors & Victoria British LTD



www.VictoriaBritish.com
1-800-255-0088

Presentation by Fred Simeone

The day will be concluded at the new Simeone Foundation facility that houses an incredible collection of significant race cars. A tour will be provided, as well as a buffet-style dinner followed by a presentation by Fred Simeone himself. (More information can be found at www.simeonefoundation.org)

Sunday, February 21st 2010

- 9:30 – 10:30AM Presentation by Greg Albers of Bentley Zionsville – Transition to 2nd Generation
Bentley Zionsville has excellent insight on what it takes to transition a business to the second generation, and is willing to discuss the process with the attendees.
- 10:30 – 11:30AM Brunch in session room sponsored by Classic Motorsports Magazine
-
- 11:30 – 12:30PM Presentation by Gordy Fitch of Hagerty Insurance
Gordy Fitch of Hagerty Insurance would like to discuss a new shop insurance program they have developed that is very beneficial to many members of the BMTA. They will discuss the importance of proper coverage. This session will also include discussion of current shop liabilities and how they are dealt with on a specific basis.
- 12:30 – 2:30PM Annual BMTA Meeting and Conference Wrap-Up