

# British Motor Trade Association

## 10th Anniversary Conference—Denver, CO

### Revisiting The Basics February 10-12, 2012

#### Schedule of Events

#### Friday, February 10

10:00-11:00 Pre-Conference Board Meeting (open to all)  
Rock conference room, 2nd floor

11:30-1:00 Buffet Lunch—Hopscotch Room, 3rd floor  
Sponsored by Hagerty Insurance



1:00-3:00 Kickoff & Introductions— David S Wallens,  
Classic Motorsports/BMTA Chairperson & Paul  
Diershow, Sports Car Craftsmen

3:00-3:30 Break sponsored by Eclectic Motorworks



3:30-4:15 Strategic Planning  
Eric Okerstrom, Hagerty Insurance

4:30-5:30 The Current State of the Parts Industry  
Matt Meisner, Engel Imports

7:00 Dinner on your own / small groups  
Explore downtown Denver!

#### Saturday, February 11

Early Breakfast on your own

9:00-10:00 Understanding your Insurance  
Caleb Joseph  
Mile High Insurance Agency

10:00-10:30 Break

10:30 Shuttles depart for Sports Car Craftsmen  
Transportation sponsored by Carlisle Events



11:00-12:00 Tours of Sports Car Craftsmen

12:00-1:00

Lunch Sponsored by Sports Car Craftsmen



1:15-2:15

Developing Customers and Increased  
Sales through Articulation  
Carl Heideman, Eclectic Motorworks

2:15-2:30

Break

2:30-3:30

Modern Small Scale Manufacturing  
Techniques  
Kip Lanckenau, Kip Motor Company

4:30-4:00

Break

4:00-5:00

Alternative Marketing  
Paul Dierschow, Sports Car Craftsmen

5:00

Shuttles depart Sports Car Craftsmen for hotel

6:00

Shuttles depart hotel for Dinner and Special  
Program

7:00

Dinner and Special Talking Tour—  
*Three Significant Cars*  
Dinner sponsored by Moss Motors



#### Sunday, February 12

9:00-9:30

Continuing Education  
Paul Dierschow, Sports Car Craftsmen

9:30-10:00

Basic Business Finance  
Alan Dalman, Eclectic Motorworks

10:00-11:00

Brunch  
Sponsored by Classic Motorsport Magazine



11:00-12:00

Annual Business Meeting  
Conference Wrap-up

All hotel events take place in the Hopscotch Room on the  
3rd floor (except where noted). Please meet in the lobby  
15 minutes prior to bus transportation.