



2010 Annual Conference

February 19-21, 2010 Philadelphia, PA

Expanding Markets

This year's conference will address the age old problem of getting the younger generation involved and keeping them involved in the British Car hobby.

Location:

The Renaissance Hotel, Philadelphia Airport, Philadelphia, PA

Make your reservations directly with them by calling: (1-610-521-5900 and mention 'British Motor Trade' or 'BMTA' to receive the discounted rate. Cutoff date is 01/20/10 so make your reservations early

Friday Afternoon:

Conference opens at 12:30 PM where all attendees will have the opportunity to briefly introduce themselves and share a quick "business tip". Please be prepared to share your SECRET with the crowd. Maybe you've made a special tool, have a shop tip or use a great computer program that you would like to share with the group that has made your job easier and business more successful. Any tip, big or small.

Friday late afternoon:

Board the bus that will take us to **Motorcar Garage LLC** in nearby Maple Shade, NJ. We will be hosting an early dinner sponsored by Engel Imports & Terrys Jaguar Parts Ed Sweeney (Motorcar Garage) and Erika Matawick (**Autosport Inc**) will be making a presentation on getting the youth perspective and expansion in the British car market.

Time to get back on the bus and return to the host hotel to prep for Friday nights' activities.

Friday evening:

Our Friday night sessions will be open to the public, and numerous area British car clubs have been invited to attend. There will be tables set up in the conference room for our members to display their products or other promotional material. After some mingling with the crowd we have two speakers scheduled.

Carl Heideman (**Eclectic Motorworks**) will explain the objective of the BMTA and how it can be beneficial to the British car community.

Our evening's special guest will be Mike Cook. Mike is a former British Leyland executive from the 1960-1980's and currently a columnist with Hemmings Sports and Exotic magazine. He has many interesting stories and

lots of insight into the behind the scenes from the British car industry in the USA from the troublesome '70's.

Saturday:

7:30 Breakfast sponsored by Hagerty Insurance.

We have a very busy day planned for Saturday that involves traveling to two area shops, starting at **Ragtops and Roadsters** in Perkasio, PA. Mike Engard and his crew will be providing a shop tour of their "old world" repair and restoration facility. Followed by a catered lunch and a marketing presentation by Dave Hutchinson, Ragtops sales/PR rep extraordinaire!

We will then board the bus and take a short drive over to Bally, PA and visit another area shop/vendor, **Triumph Rescue** and **British Wiring**. Owner Matt Bakes will open his shop for a tour and then give us a presentation on "Expanding your market" by buying another small business. In Matt's case, he purchased British Wiring several years ago and it supplements his successful repair/restoration business.

Climb aboard the bus (Transportation throughout Saturday sponsored by Carlisle Productions) once again to return to the host hotel for a very special Saturday evening event.

Saturday Evening:

Enjoy a catered dinner at the nearby Simeone Foundation Museum Sponsored by Moss Motors and Victoria British LTD. This world class car collection is the work of local retired surgeon, Fred Simeone. Dr. Simeone will act as our guide as he brings us through his incredible collection of significant racing cars from years past. (www.simeonefoundation.org)

Sunday:

- 8:00-9:30 – Breakfast (on your own if you wish)
- 9:30 – **Bentley Zionsville** Will discuss *successfully transitioning your business to the next generation.*
- 10:30 – Brunch sponsored by Classic Motorsports Magazine
- 11:30 – Presentation from **Hagerty Insurance** to discuss their new Shop Insurance options.
- 12:30 – General BMTA Meeting/Wrap up & plan for 2011 Conference

Schedule is subject to change



REGISTRATION FORM

MAIL OR FAX YOUR FORM TO:

Peter Cosmides
Motorcar Garage LLC
42 N. Pine Ave
Maple Shade, New Jersey 08052
Fax 856-667-6658
Phone 856-667-6657

Below please **PRINT** the **First & Last Names**
of all people attending.

Name/s

Company/Organization

Address

City, State, Zip

Phone Number () _____

Fax Number () _____

Cell Number () _____

Email Address(es)

Will you be **Flying** or **Driving**? (Circle One)

If flying, will you have a rental car? _____

REGISTRATION FEES

BMTA Member Fee (Includes conference fee & 4 meals):

\$180.00 x _____ = \$ _____

Additional Company Employee, Spouse OR Child
(Anyone requiring meals attending or not attending conference):

\$60.00 x _____ = \$ _____

Do you need Vendor Table(s) ___ Yes ___ No

Table Fee # ___ @ \$10.00 ea = \$ _____

TOTAL REGISTRATION AMOUNT \$ _____

Method of Payment:

___ Check Enclosed ___ Visa* ___ MasterCard*

___ American Express* ___ Discover*

Credit Card # _____

Exp. Date _____ 3-Digit Code _____

(Checks payable to **British Motor Trade Association**)

***Note: All credit card payments will be processed through
Ragtops and Roadsters**

Please answer the following questions:

People for Friday dinner _____

Saturday shop tours # people for bus _____

People for Sunday, Brunch: _____

**Please note that the host hotel is a
typical airport hotel and is somewhat
isolated as far as ground transportation
and immediate amenities. If you plan to
venture away on your own it is
recommended that you get a rental car.**

HOST HOTEL & CONFERENCE SITE

The Renaissance Hotel Philadelphia Airport
500 Stevens Dr

Philadelphia, PA 19113
1-610-521-5900
Room Rate: \$89.00
Cut-off Date: 01/20/10



www.britcar.org

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