

BMTA 2011 Annual Conference – *Fostering Communication*

Friday, February 4th 2011

- 1:00 – 3:00PM Opening Session – Welcome (Gail Lenhard of Glenn’s MG Repair)
Getting to Know Everyone: Share Your Biggest Success Story
This program will give each attendee the opportunity to introduce themselves to the group and to share a great success story with everyone.
- 3:15 – 4:15PM Communicating with Your Customers: What They See and Hear (Alan Dalman of Eclectic Motorworks)
- 4:30-5:30PM Emerging Trends in Media (David S. Wallens of Classic Motorsports Magazine)
- 6:00PM Transportation to Classic Motorsports Magazine
Networking and Swapping Stories (BBQ Dinner at Classic Motorsports Magazine)



Saturday, February 5th 2010

- 7:00 – 7:45AM Breakfast on your own (Continental Breakfast provided at the Hotel)
- 7:45AM Transportation to Classic Motorsports
- 8:00-11:00AM Cars and Coffee at Classic Motorsports Magazine with Office Tours
- 9:30AM Serving as A Spokesperson for the Industry/Talking Carbs for the Masses (Joe Curto of Joe Curto, Inc.)
- 10:15AM Tim McNair Detailing Demonstration
- 11:00AM Transportation to the Hotel
- 12:00PM Lunch in Conference Room sponsored by Hagerty Insurance



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| 12:30-1:00PM | Special Guest - Peter Morris |
| 1:00-2:00PM | Understanding Today's Social Media (Dave Hutchison of Ragtops & Roadsters) |
| 2:30-3:30PM | E-Newsletters: Easy, Effective Communication (Jonathan Stein of Hagerty Insurance) |
| 4:00-5:00PM | Used Parts: Putting a Price on Quality (Paul Dierschow of Sportscar Craftsmen, Inc.) |
| 5:30PM | Transportation to Gene's Steakhouse) |
| 6:00PM | Dinner and Small Group Discussion at Gene's Steakhouse sponsored by Carlisle Events |



Transportation to Hotel follows

Sunday, February 6st 2010

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| 8:00-9:00AM | Being an Effective Team Leader: What Your Staff Sees and Hears (Carl Heideman of Eclectic Motorworks) |
| 9:00-10:00AM | Sharing Today's Tech Secrets (Glenn Lenhard of Glenn's MG Repair) |
| 10:00AM | Brunch Served in Conference Room |
| 10:30 – 12:00PM | Annual BMTA Meeting and Conference Wrap-Up |
| 12:30-2:00PM | Board of Directors Meeting |

We will be using 15-passenger vans to transport you to the Classic Motorsports offices and Gene's Steak House. We will be running multiple trips to accommodate everyone – please meet in the hotel lobby as close to the departure time as possible.