



2015 Annual Conference

Follow the Yellow Brick Road to Success

March 26-29, 2015 Victoria British-Lenexa, KS

Follow the Yellow Brick Road to Success

There is no place like Kansas to meet and learn from fellow British Motor Trade professionals. Join BMTA as we pull back the curtain and reveal the awesome power you have within yourself to plan for growth, success and succession.

Thursday, 3/26

4:30pm-5:30 Board Meeting—Conference Suite 441

6:00-7:30 Meet and Greet with light snacks and cash bar—Rooftop Bar

Dinner on your own – split into groups and explore the Plaza for restaurants galore! Cheesecake Factory, O'Dowd's Little Dublin Irish Ale House and Pub, just to name a few – please try to resist Fiorella's Jack Stack Barbecue – that's dinner tomorrow night.

If I Only had a Brain...

The Brain of all operations must start with a Plan... Friday Meetings will be held at the InterContinental Hotel, Kansas City, MO

Starting the journey to finding a brain (coming up with your plan for success and succession):

7:45am-9:00 Full breakfast buffet

9:00-10:30 Welcome/quick introduction/orientation

10:30-11:00 Break

11:00 -12:15 Amanda Gutierrez, Vice president for Auto Restoration, McPherson College – Automotive Restoration Program – how this program can help your business

12:15-1:30 Lunch

1:30-3:00 Mark Buckley, Consultant, Small Business Development Center – Creating a Plan for Growth & Succession

3:00-3:30 Break

3:30-4:30 Nicole H. Borghardt and Derek PrechtI with Hagerty Insurance – Grassroots Marketing /Event Organization

5:00 Bus departs for Armacost Museum and then dinner

If I Only had a Heart...

Open your heart to regain and share your love for British Car

Saturday *Whole day at Victoria British*

7:30am Bus departs for Victoria British

8:00-9:00 Continental breakfast

9:00-10:15 Kent Prather, Prather Racing – Performance Racing Engines and car prep

10:15-11:00 Jeff Nichols, Photographer, Long Motor Corporation - Photography/video – for cars and parts

11:00 -11:30 break

11:30-12:30 Chris Tracy, Social Media Manager, Long Motor Corporation - How to utilize Social Media to expand your reach

12:30-2:00 Lunch

2:00-3:00 Jonny Newton, Owner of Commercial from the UK, OE Quality Trim Manufacturing

3:00-3:30 Break

3:30-5:30 Tour Long Motor Corporation

5:45 Bus departs Victoria British for Kansas Speedway

6:30-8:30 Dinner and meet-and-greet with local enthusiasts at the Hollywood Casino at the Kansas Speedway

8:30 Bus departs for hotel

Courage! What makes a king out of a slave? Courage!

As a business owner, you have always had the courage, and together we can click our heels together and Keep our Cars ON THE ROAD. Now take these tools and reclaim your thrones as the Royalty of British Cars.



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Useful Information

Below are addresses and phone numbers of the various locations we will be visiting during the weekend if you plan on driving your own vehicle.

Host Hotel:

InterContinental Kansas City at the Plaza

401 Ward Parkway

Kansas City, MO 64112

866-856-9717

<http://www.kansascityic.com/>

Overflow Hotel

Overland Park Marriott

10800 Metcalf Avenue

Overland Park, KS 66210-2320

(913) 451-8000

Conference Host:

Victoria British / Long Motor Corporation

14600 W 107th Street

Lenexa, KS 66215

<http://www.victoriabritish.com/>

Hollywood Casino at The Kansas Speedway

777 Hollywood Casino Blvd

Kansas City, KS 66111

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