

2009 ATD Convention Recordings

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Recorded at the 2009 ATD Annual Convention April 18-20 Washington DC

Make ATD's Convention Last All Year!



"Moving America"

ATD's workshop program offers educational sessions that build on the association's commitment to the continuing success of your dealership. The sessions and topics reflect the latest topics and trends, emphasizing real-life examples, practical solutions, and ideas you can use.

Most sessions are available in AudioPoint format.
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2009 ATD convention workshop programs

Video	Audio-Point	Audio	sessions/speaker(s)
<input type="radio"/> 01v	<input type="checkbox"/> 01ap	<input type="checkbox"/> 01	<p>A "New" Truck is a "Green" Truck In this workshop, panelists will discuss how manufacturers are producing more environment friendly vehicles. You will hear about how some dealers are successfully selling fuel efficient trucks on their lots. Discover ways to tap into federal funding and other technology solutions. <i>Presented by: Darry Stewart, DWS Fleet Management; Mel Fair, Beltway International; Tim Jackson, Colorado Automobile Dealers Association; Anthony Erb, US EPA-Smart Way; Ken Adler, US EPA-Smart Way</i></p>
N/A	<input type="checkbox"/> 02ap	<input type="checkbox"/> 02	<p>Current Federal Excise Tax Issues and Changes Over the course of a year many changes in either law or practice may occur that affects the responsibilities of retail dealers or IRS agents. Every effort will be made to clarify those issues or changes, in a workable and understandable manner. <i>Presented by: Robert Cirilli, Internal Revenue Service</i></p>
<input type="radio"/> 03v	<input type="checkbox"/> 03ap	<input type="checkbox"/> 03	<p>Estate Planning Pitfalls and Solutions Learn techniques for avoiding probate, eliminating all estate taxes, and how to effectively use non-profit corporations, trusts, wills, and family limited partnerships. As well as how to utilize and integrate your estate plan with lawsuit protection and income tax reduction tools. <i>Presented by: G. Kent Mangelson, American Society of Asset Protection</i></p>
<input type="radio"/> 04v	<input type="checkbox"/> 04ap	<input type="checkbox"/> 04	<p>Exporting Used Trucks This workshop will teach dealers what they need to know to export their oversupply of slow-selling used trucks to other world markets. The speaker will explain how the exportation process works, highlighting customs implications and documentation needed. <i>Presented by: Frank Oliveira, Arrow Truck Sales Canada</i></p>
N/A	<input type="checkbox"/> 05ap	<input type="checkbox"/> 05	<p>Update on Federal Laws Impacting Truck Dealerships Listen as NADA/ATD Regulatory Affairs attorneys cover a variety of key topics ranging from challenging environmental mandates, new truck driver requirements, upcoming emission and onboard diagnostic standards, the latest developments on identify theft, credit requirements, marketing restrictions, and OFAC, and NADA/ATD's energy savings partnership with EPA. <i>Presented by: Paul Metrey, NADA/ATD Legal Group; Doug Greenhaus, NADA/ATD Legal Group</i></p>
N/A	<input type="checkbox"/> 06ap	<input type="checkbox"/> 06	<p>Best of 20 Group Ideas- Update 2009 This updated session will review 30 to 35 best ideas from ATD 20 Groups. Discover ideas that will challenge the way you do business and start thinking outside the box. <i>Presented by: Dick Parrish, NADA/ATD 20 Group</i></p>
<input type="radio"/> 07v	<input type="checkbox"/> 07ap	<input type="checkbox"/> 07	<p>Competitive and Profitable Service Although service business overpricing is the perception in many markets, competitive surveys often reveal that dealers are actually under priced, especially in the areas of heavy repairs and hard jobs. This workshop will expose the participants to "market driven pricing techniques" and the effect on labor gross profit. <i>Presented by: Mark Martincic, mm Profit Group</i></p>
<input type="radio"/> 08v	<input type="checkbox"/> 08ap	<input type="checkbox"/> 08	<p>Turn Up the Leads, Turn Up the Sales: Using the Latest Internet Marketing Strategies to Boost Your Business This workshop will educate dealers on how to utilize the Internet to increase sales. The speaker will focus on Internet marketing strategies that will position truck dealers to capture their market and set them apart from their competitors. <i>Presented by: Jennie Davis, Truck Web Services</i></p>
N/A	<input type="checkbox"/> 09ap	<input type="checkbox"/> 09	<p>Lifeline to Profits This highly acclaimed workshop is being offered as a tool to help you boost your dealership's profitability. You will be using your dealership's numbers as a reference point to locate the opportunities that actually exist now! <i>Presented by: Brad Lawson, NADA/ATD 20 Group; Mark Rogers, NADA/ATD 20 Group</i></p>
<input type="radio"/> 10v	<input type="checkbox"/> 10ap	<input type="checkbox"/> 10	<p>The Credit Crisis: Implications for Your Business Panelists will review the current crisis and discuss the implications and opportunities for truck retail. Part One of the workshop is dedicated to understanding the credit crisis. Part two is dedicated to managing through and capitalizing on the crisis. <i>Presented by: Richard DeKaser, Woodley Park Research; Scott Cohen, Cobalt Finance; Jim DeFrank, Isuzu Finance of America</i></p>

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