

## ASSURED PERFORMANCE NETWORK TO HOLD MARKETING SUMMIT IN TAHOE



*August 13, 2007* – The Assured Performance Network, comprised of independently-owned collision businesses, will be hosting its first Collision industry Marketing COnference in South Lake Tahoe, Nevada, September 26-28. The conference is open to Assured Performance Co-op Members and qualified shops.

The theme of the summit is Marketing, encompassing such topics as public relations, promotions, media advertising, direct marketing, selling, print, direct mail marketing” and more. This educational event unveils innovative marketing approaches and tools, which shops can use to dominate their market in the future against all forms competition and business interferences.

The topics will cover retail marketing and sales approaches as well as consumer retention techniques with tools, to keep customers coming back. The program will also cover wholesale strategies to help address the negative impact of illegal steering.

The three-day event will feature guest speakers, marketing experts, and panels – discussing effective marketing practices for the modern collision repair business. Attendees will leave knowing how to plan and execute a marketing campaign, also taking home a collection of specially developed marketing tools integrated into a turnkey system – complete with tutorials to train staff back in the shop.

“If folks are wondering just how to regain ownership of their customers, and control over the profits and future, they need to attend this program,” said Scott Biggs, program host, a CEO of Assured Performance Network.

“If a shop owner wants to earn how to remain independent,’ win in all aspects of this new battle for market share, and continue to beat the, competition, they should drop what they are doing and make sure they are at this Summit in Tahoe, September 26-28th!”

Shops can register for this program by calling Assured Performance Network at (949) 221-0088. Advance registration is required. Extremely low room rates have been negotiated for a limited time and availability at the Montbleu Resort & Casino in South Lake Tahoe (formerly the Caesars Resort in south. Lake. Tahoe). Flight discounts are available with US Airlines and Southwest Airlines Special group codes must be provided at registration.

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