

# AS SEEN IN



# 2012

## AFTERMARKET PRESENTATIONS

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ITEC2012

on communications, dealing with tough customers and creating an experience.

### Avoiding a Catastrophic Loss

Wed., 3:30-4:15 p.m.

Room B Presentation 8B

James T. (Tom) Knight  
founder, ComplyAbility



Knight

Attendees will learn how to avoid the fastest growing area of litigation today: employee vs. employer lawsuits. In addition, the session will cover drug testing as well as state and federal regulatory compliance, employee training mandates and how employers can efficiently and economically erect a brick wall in the face of unforeseen financial loss.

### How to Read Misalignment Conditions on Truck Tires

Wed., 3:30-4:15 p.m.

Room C Presentation 8C

Guy Walenga  
director of engineering-commercial  
Bridgestone Americas

### Why Winter Tires?

Wed., 3:30-4:15 p.m.

Room D Presentation 8D

Jim Sicking  
director of sales, passenger and light truck tires,  
Continental Tire the Americas

Even though most all-season tires perform satisfactorily in cold weather conditions, winter tires add a level of performance when temperatures drop below 45 degrees F. The objective is to provide dealers with information so they can educate consumers on the benefits of winter tires.

### Business Intelligence for the Tire and Auto Service Industry

Wed., 3:30-4:15 p.m.

Room E Presentation 8E

Craig Clark  
president and COO, WellSpring

This presentation will give the audience a general understanding of how business intelligence disciplines can be used to increase profits for businesses in the tire and auto service industry.

## THURSDAY, SEPT. 20

### Expanded Role of the Service Manager: Turning Tire Customers Into Service Customers

Thurs., 10:30-11:15 a.m.

Room C Presentation 9C

Matt Winslow  
ATI

### Getting Connected to Your Customers by Using Their Smart Phone with a Vehicle Affixed QR Code and J-Match Technology

Thurs., 10:30-11:15 a.m.

Room A Presentation 9A

Jim Krakower  
director of system development, JMK Computerized Tire Dealer Information System Inc.

Demonstration of a creative use of your customer's smartphone, along with a QR code affixed to their vehicle's windshield, to cement their loyalty to your company for vehicle services, by giving them simple electronic access to service history, schedule of service maintenance due, an appointment calendar and marketing coupons. Learn about the use of smartphones for the application of 21st century marketing technology to vehicle service by using J-Match.

### High Cost of Low Price in the Tire World: How to Improve Margins

Thurs., 10:30-11:15 a.m.

Room E Presentation 9E

Steve Hughes  
trainer, ACT Group

### The Small Business Administration Agency's Capital Access Program

Thurs., 10:30-11:15 a.m.

Room B Presentation 9B

Gilbert Goldberg  
district director, Small Business Administration (SBA), Cleveland District Office

The district director will discuss the Small Business Administration's activity in the Cleveland district. He will discuss the district's accomplishments in FY '11, current economic developments in northern Ohio, and the district's future plans and goals for serving the Ohio small business community. He also will address the offerings of the agency's Capital Access programs for starting and growing small businesses.

### What You "Auto Know" About Attracting Women to Your Business

Thurs., 10:30-11:15 a.m.

Room D Presentation 9D

Audra Fordin

owner and president, Great Bear Auto Center  
Women are the link to how to successfully cater to your customer base. Audra Fordin, president of Great Bear Auto Repair and Auto Body Shop and founder of Women Auto Know, will share how she took over the family business and grew her business to almost three times its size in a little over two years by attracting the female customer and making her feel em-



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powered and educated on what women "auto know about their automobiles and how to work with their mechanic.

### Internet Marketing: How to Take Advantage of Pay-Per-Click Advertising

Thurs., 11:15 a.m.-12:00 p.m.

Room E Presentation 10E

Errol Dengler  
president, Wheelhouse New Media

### Proper Tire Repair: Education vs. Legislation

Thurs., 11:15 a.m.-12:00 p.m.

Room C Presentation 10C

Phil Nigh  
head of sales, Elgi Rubber Co. USA  
Dan Zielinski  
senior vice president, public affairs,  
Rubber Manufacturers Association

### Solutions to Enhance Your Showroom

Thurs., 11:15 a.m.-12:00 p.m.

Room B Presentation 10B

Gary Hoyt and Lanie Alexander

TireShowrooms.com  
TireShowrooms.com will review methods to upgrade your tire showroom with several low-cost options. We will discuss the female consumer and how she and her family should influence the design of your showroom. In addition we will discuss color challenges, customer traffic flow, evaluating your existing showroom and the phase out of the popular T12 fluorescent bulb, the bulb commonly used in most tire dealer stores. These are just a few of the multiple topics to be covered in our presentation.

### The Changing Face of the Independent Tire Dealer

Thurs., 11:15 a.m.-12:00 p.m.

Room A Presentation 10A

Kyle Pancis  
Kent State University

### The CSA (Compliance, Safety and Accountability) Program for the Commercial Trucking Industry—How it Affects Tires, Wheels

Thurs., 11:15 a.m.-12:00 p.m.

Room D Presentation 10D

Tim Miller  
marketing communications manager, commercial tire division, Goodyear

The Compliance, Safety and Accountability program was designed to improve safety and reduce highway accidents involving commercial vehicles. Opportunities abound for tire service providers to step up their game and provide fleets with comprehensive services that will ensure that vehicles leave with tires and wheels that will pass inspection.