

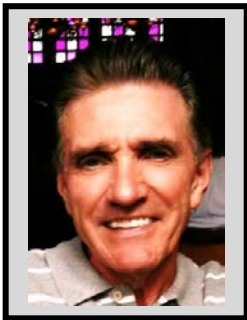


**ATTENTION:
SERVICE DIRECTORS AND
SERVICE MANAGERS**

THURSDAY – MAY 22, 2014

NJ CAR has arranged special programming for Service Directors and Service Managers as part of the 2014 NJ CAR Education & Business Expo. On Thursday, May 22, you'll want to come and hear...

9 A.M. – 11:30 A.M.



"10 Steps to Increased Service Profits and Maximum CSI." The presentation features **WILLIAM MELLON**, a Fixed Operations Trainer who works with Richard Owen at ROI Consulting, Inc. The company has been a frequent presenter at NADA's Annual Convention and consistently has been ranked as a top presenter. Prior to his employment with ROI Consulting, William worked for 25 years at Mitsubishi Motors as a Regional Parts & Service Manager and Service Operations Manager. He worked daily with 130 dealerships and 12 Field Managers to improve the customer's ownership experience and to increase dealership profitability and customer retention.

This presentation will provide attendees with a proven 10-step process that will serve as a "road map" for the dealership's service staff to follow. Analysis of the process has shown that dealers, who consistently repeat the 10-step process, have been able to increase profits and maximize their CSI.

12:30 P.M. – 2 P.M.

"The Direct Route to Increased Service Profitability & Customer Retention." Presenting will be **MICHAEL ROPPO**, Director of Fixed Operations & Training of The Mironov Group, LLC. He is a speaker, author, trainer and facilitator with over 30 years of specialized industry experience. Michael Roppo is also a partner of Automotive Domain, a consulting practice of The Mironov Group.



Attendees will learn how to rescue and increase dealership service profitability and long-term customer retention (*immediately*). In addition, the presentation will demonstrate how internal customer performance influences external customer retention and profitability.

***FAX YOUR COMPLETED REGISTRATION FORM TO NJ CAR
609.883.1093***



MAY 21-22, 2014
 SHERATON EDISON RARITAN CENTER
 EDISON, NEW JERSEY

DEALERSHIP REGISTRATION

Please complete this entire form and send **with your payment** to: **NJ CAR, Attn: Nicole Dillon, 856 River Road, P.O. Box 7510, West Trenton, NJ 08628, or complete the credit card information below and FAX to 609.883.1093.** If additional information is needed, contact Nicole Dillon at 609.883.5056, ext. 301 or by E-Mail: ndillon@njcar.org. **Complete one registration form for each registrant attending the event – photocopy additional forms, as needed.**

NAME _____ SIGNATURE _____

- DEALERSHIP PRINCIPAL/OWNER
 GM/GSM
 F&I MGR/FINANCE DIRECTOR
 SALES MANAGER
 INTERNET SALES
 OFFICE MGR/CONTROLLER
 SERVICE/PARTS MGR/DIRECTOR
 OTHER _____

DEALERSHIP NAME _____

ADDRESS _____ CITY/STATE/ZIP _____

PHONE _____ FAX _____ E-MAIL _____

*By registering and attending the **NJ CAR Education & Business Expo**, you grant to NJ CAR and its agents and/or employees, permission to be videotaped or photographed, and further give and assign to NJ CAR the right and/or license to use your image or likeness by NJ CAR for purposes of advertising or promotion, in any form or means of publication, whether print or any electronic media.*

REGISTRATION FEE

REGISTRATION FEE IS QUOTED ON A PER PERSON/PER DAY BASIS. PLEASE CHECK DAY ATTENDING AND SEMINAR TRACK CHOICE.	Cost	Total
<input type="checkbox"/> WEDNESDAY, MAY 21, 2014 <input type="checkbox"/> OFFICE MANAGERS/CONTROLLERS <input type="checkbox"/> F&I MANAGERS <input type="checkbox"/> DIGITAL MARKETING	* 129.00 PER PERSON	_____
<input type="checkbox"/> THURSDAY, MAY 22, 2014 <input type="checkbox"/> SERVICE <input type="checkbox"/> DP/GM/GSM <input type="checkbox"/> INTERNET SALES & BDC	* 129.00 PER PERSON	_____
<i>* Includes admittance for one (1) day to the Business Expo, all seminars and all food functions (Breakfast Buffet, Luncheon and Refreshment Breaks).</i>		
TOTAL REGISTRATION FEE:		_____

CANCELLATION POLICY: *Cancellations received 15 days prior to the event are fully refundable. Substitutes are honored any time without penalty. No-Shows will result in forfeiture of entire registration fee. **Registration fee is non-refundable, if cancellation is made with less than 15-days notice.***

PAYMENT INFORMATION

Check enclosed for the total Registration Fee(s) payable to "NJ CAR"

Charge to the following **CREDIT CARD**
 CORPORATE
 PERSONAL
 AMEX
 VISA
 MASTERCARD
 DISCOVER
 EXP. DATE (MONTH/YEAR) _____/_____/_____

CREDIT CARD NO. _____ CARDHOLDER NAME _____

CREDIT CARD BILLING ADDRESS
 SAME as Corporate Address

I am an authorized user of the above-mentioned credit card and NJ CAR is authorized to charge this card the total amount of registration fees due.

CARDHOLDER SIGNATURE _____