

2009 MOBILE TECH EXPO SCHEDULE OF EVENTS

All below is subject to change without notice

EDUCATION DAY, THURSDAY - JANUARY 15th, 2009

7:45-8:20am	Ballroom A	Business Opportunity - "Is Paintless Dent Repair Right For You?" Is it right for you.?, Find a reputable trainer, How to determine if there is a need for PDR in your area. <i>By: Tommy Clayton - NAPDRT</i>
8:00am – 5:15pm	Rooms 3 & 4	"International Detailing Association"
8:30-9:15am	Ballroom A	"The Business of PDR" How to set up your business, What you'll need to do to secure new accounts, What info you'll need to make sure your business is properly insured. <i>By: Tim Childers</i>
8:30-9:30am	Room 2	Business Opportunity - "Plastic Bumper Repair and Refinishing" Learn the ins and outs about bumper restoration. Learn how to become a professional bumper repair technician and if it's right for you. Class will cover using plastic welders and fillers, also refinishing techniques. <i>By: Urethane Supply</i>
8:45-9:45am	Ballroom D	"How To Make Your Marketing Count In A Tough Economy" In today's economy you need to know how to navigate the financial crisis. Learn proven marketing methods you can do to drive in business, taught by Joy Gendusa, CEO of PostcardMania This session is a must if you want to learn how to make your marketing count in a tough economy. Don't miss this session! "This was a wonderful, enlightening seminar. It was a wake-up call to realizing how valuable marketing really can be, if done correctly...and being able to hear how [Joy] rose from one extreme to a million-dollar company – thank you." ~ Pit Stop Mobile Auto Detailing <i>By: Joy Gendusa of PostcardMania</i>
9:00 -10:15am	Rooms 3 & 4	"Advanced Detailing Technologies & Techniques" This session will discuss many of the new technologies that are available on the market that detailers can use to improve the quality of the detail and the speed. Included will be the best techniques in using these technologies. Products such as vapor steamers, ozone generators. <i>By: Prentice St Clair – Detail in Progress</i>
9:30-10:30am	Ballroom A	"The Help You Need to Find Your Market" How you can identify and locate your target customers. Getting their attention and persuading them to contact you with their questions. Then how you can turn those same queries into sales. <i>By: Brian Smith</i>
9:45-11:00am	Room 1	"Business Opportunity - "Headlight Restoration 101" Disgusting yellowed headlights- Problems and \$\$ Opportunities. Get the complete scoop on headlight lenses and reasons for failure. Learn from a chemist specializing in plastics. Discussions on- headlight composition, OEM protections, Why they yellow. Current fixes and What NOT to do.
10:00-11:15am	Ballroom D	"Merchandising Accessories to Car Dealers" Do you have a successful formula for merchandising your products and services to car dealers? Discover techniques and tips to get your foot in the door of any dealership. Learn how to identify key decision makers. Find out what's expected in terms of quality and service, and how to create profitable accessory programs for you and your dealer customers. <i>By: Ellen McKoy, SEMA</i>
10:30am-12:00pm	Rooms 3 & 4	"Water Smart Solutions/Eco Detailing" This session will be devote to the issue of water conservation and some of the alternatives that detailers have to both conserve water and comply with water discharge regulations. As well the discuss will include how a detailer can become "green." <i>By: Anthony Flammia – Gias Detailing</i>
10:45–11:30am	Ballroom A	"Learn How to Turn Big Dents Into Big Profits" How too look at big dents from a profit point of view. How you can correctly estimate big dents. How you can obtain proper access. <i>By: Marc Hunt</i>
11:15-12:30pm	Room 2	Business Opportunity - "Windshield/Windscreen Repair" Are you looking to start a business in the automotive aftermarket? Find out about windshield/windscreen repair and if it is right for you. <i>By: Wade Schlichenmayer & Bruce McDonald - Delta Kits</i>
11:15am-12:30pm	Room 5	Internet Marketing- "Keep It Simple Stupid!" Part 1 A good commonsense approach to the simple things you can do to help your business utilize the internet more effectively. <i>By: Denis Everett - Cybercomm Marketing</i>

11:30am-2:30pm	Ballroom D	<p>Detailing - “The Six Stages of Reconditioning”</p> <p>There are things in the course of a typical detail that continually haunt us. Swirl marks that just wont go away. Odors that developed in the vehicle, after the cleaning, appear from nowhere. Spots in the carpets and seats reappear and we have a very difficult time getting them clean. If you have tried everything else and find you need different answers, then join us for the Six Stages of Reconditioning Seminar. This seminar will address the problems, and show you how to eliminate them, by focusing on the problem. The “Six Stages” will help you identify the problem, and get them out of your shop! Believe it or not, it is not all about the products! It is all about the process. Learn to identify problems, reason with them, and get them out of your shop! Put on your thinking caps, and join us for the problem solving seminar, The Six Stages of Reconditioning!</p> <p><i>By: Rick Schmidt of AWC / Auto Magic</i></p>
11:45am–12:45pm	Ballroom A	<p>PDR - “Every Dent Counts”</p> <p>Learn the proper way to write a hail estimate. Handling insurance adjusters in a professional manner. Working with DRP contracts. <i>By: Mark Van Vleet</i></p>
12:00-1:15pm	Room 6	<p>Marketing - “Add On Accessories Roundtable”</p> <p>Your chance to ask the tough questions on everything from sales, technical, install, warranty or sales questions from the manufacturer. <i>By: Blair Elliott III - Razzi Corp</i></p>
12:30-2:00pm	Room 1	<p>“Remaining Profitable in a Poor Economy with New Profit Centers, Recession Resistant Markets, and Cutting Edge Technologies” - Find your way out of the automotive wilderness into new profit centers. Look at mobile technologies and products that can supplement your current activities. We will explore working in more than 30 markets including concrete floors, wooden decks, and other outdoor structures utilizing cutting edge technologies. Enable yourself to move to the active and recession resistant markets. Have more ways to earn money with your existing customers and attract new customers as well.</p> <p><i>By: John C. Becker IV - Creative Material Technologies</i></p>
1:00–2:00 pm	Ballroom D	<p>PDR - “Understanding Hail Matrix and Estimating Process”</p> <p><i>By: James Hastings & Todd Yanak of Dent Wizard</i></p>
1:30-3:15pm	Rooms 3 & 4	<p>“Detail Marketing in Tough Times”</p> <p>The thrust of this session will be to assist detailers in developing effective marketing programs in general and how to make their efforts more effective in a down economy with a limited budget.</p> <p><i>By: Erik Jefferies – Cyclo Tool Manufacturers</i></p>
2:15–3:15pm	Ballroom A	<p>PDR - “How To Handle Insurance Supplements”</p> <p>Learn the proper procedures. When you should supplement. Justifying your estimate. <i>By: Jamie Hawkins</i></p>
2:30 -330pm	Room 5	<p>“Paint Polish Tools”</p> <p>Are you still hand applying polishes and waxes? Is a rotary polishing tool right for you? Do you know the real differences between rotary and orbital? What’s the difference? Between an orbital and dual-action orbital?</p> <p><i>By: Jason Rose - Meguiar’s</i></p>
2:45-3:45pm	Room 3	<p>Additional Profit Center - “Is Windshield/Windscreen Repair For You?”</p> <p>Have you been contemplating taking your business to the next level, by adding a new product or service? Now you can find out if windshield/windscreen repair is right for the menu you’re offering your clients.</p> <p><i>By: Tony Reed - Liquid Resins</i></p>
3:30- 4:45pm	Rooms 3 & 4	<p>“Detailing Tools of the Trade”</p> <p>This session will present all of the newest equipment, tools and supplies available to the detailer, including an in depth discussion of the types of buffers, polishers, orbitals and dual action tools on the market and how to properly apply and use them. As well there will be an indepth discussion of soil extractors how to choose one and how to properly use them.</p> <p><i>... Wrapup and General Question & Answer Period By: Stephen Romero – Nu Products</i></p>
4:45 -5:00pm 3:30-4:45pm	Room 5	<p>Internet Marketing- “Keep It Simple Stupid!” Part 2</p> <p>A good commonsense approach to the simple things you can do to help your business utilize the internet more effectively. <i>By: Denis Everett - Cybercomm Marketing</i></p>
3:45-4:50pm	Ballroom A	<p>PDR - “Standardization in Paintless Dent Repair”</p> <p>Why does our industry need standardization? How can we standardize the industry? <i>By: Marc Hunt</i></p>
4:00-4:45pm	Room 4	<p>“Additional Profit Center - “Headlight Restoration”</p> <p>How to add headlight and plastic restoration to your menu of products you offer your customers. From types of damage to chemical scratch repair find out if this high demand service is right for you. By:</p>
4:00-5:15pm	Ballroom D	<p>“Huge Marketing Budget NOT Needed to Expand Your Business”</p> <p>After extensive analysis of survey results of over 1400 small businesses nationwide, Joy Gendusa discovered the 3 key problems affecting businesses today. Attend this session and learn how to overcome these problems and HOW TO INCREASE REVENUE RIGHT NOW for MINIMUM OUTPUT OF CASH. Joy Gendusa began PostcardMania in 1998 with no capital injections of any kind and grew it into a 20 million-dollar enterprise despite 1) Not having a formal education and 2) Never taking a dime of investment capital</p> <p>Attend this session if you want to implement a strategy to succeed in any economy!</p> <p>“I thought that Joy’s experience of where she came from to get where she is now was very inspiring. Without a formal education, but with a positive attitude, desire and drive you can achieve your goals and dreams. I love her down-to-earth personality, but still business savvy.” ~ Mad Doctor Mobile Detailing</p>

4:00-5:15pm	Room 2	Additional Profit Center - "Repairing and Refinishing Textured Plastic Bumpers" Discussion of techniques to repair minor damage on textured plastic bumpers. Also how to refinish faded textured plastic. <i>By: Urethane Supply</i>
5:00pm		EDUCATION DAY CLOSES
7:30pm- ?	Iguana Bar Holiday Inn Clearwater Beach	"PDR Tech Get Together" During the get together the winner of the Tom Nations Memorial Trophy For the PDR Person of the Year will be announced. <i>Sponsored by: Dent Wizard & Ding Monkey</i>

EXPO DAY 1, FRIDAY - JANUARY 16th, 2009

8:00-9:00am	Ballroom D	Detailing "ASK THE EXPERTS" Forum The session is an "Ask the Experts" question and answer forum to provide detailers an opportunity to ask a panel of detailing experts including suppliers, consultants and operators anything you want to know about setting up and operating a detail business and anything about the technical aspects of detailing.
8:00-8:45am	Ballroom A	"Dealing With Dealers" Learn How to approach automotive dealers. Strategies on how to make a living in the wholesale automotive market. <i>By: Tommy Clayton</i>
8:45-9:45am	Ballroom A	Keynote Speaker: Denise Caperson, ASA Collision Division Manager Federal Insurance Legislation For 2009 Learn The Relation To Our industry"
10:00am		EXPO OPENS
10:00am-5:00pm		Dent Olympics
10:00am-5:00pm	Outdoors	Demos – Times and Vehicles to be Announced
12:45-1:45pm	Ballroom D	Additional Profit Center - "Is Windshield/Windscreen Repair For You?" Have you been contemplating taking your business to the next level, by adding a new product or service? Now you can find out if windshield/windscreen repair is right for the menu you're offering your clients. <i>By: Tony Reed - Liquid Resins</i>
5:00pm		EXPO DAY 1 CLOSES

EXPO DAY 2, SATURDAY - JANUARY 17th, 2009

8:00- 9:00am	Ballroom A	"Projecting a Professional Image for your Business" From the way you handle yourself to the appearance of your vehicle and employees. Find out the proper way to project yourself and your company to the public. <i>By: Tommy Clayton</i>
8:45am-9:45am	Ballroom D	"Business Opportunity- "Headlight Restoration 101" Disgusting yellowed headlights- Problems and \$\$ Opportunities. Get the complete scoop on headlight lenses and reasons for failure. Learn from a chemist specializing in plastics. Discussions on- headlight composition, OEM protections, Why they yellow. Current fixes and What NOT to do.
9:00-10:00am	Ballroom A	NAPDRT Annual Membership Meeting
10:00am		EXPO OPENS
10:00am-3:30pm		Dent Olympics
10:00am-3:30pm	Outdoors	Demos – Times and Vehicles to be Announced
10:30-11:15am	Ballroom A	Standards Committee Meeting - NAPDRT
11:00am-12:30pm	Ballroom D	PDR Roundtable - Open Discussions. Hosted by Dent Wizard
11:30-12:00noon	Ballroom A	Membership Committee - NAPDRT
12:15-1:00pm	Ballroom A	Rules Committee - NAPDRT
1:15-2:00pm	Ballroom A	Communication Committee - NAPDRT
2:00-3:00pm	Ballroom A	PDR Roundtable - Open Discussions. Hosted by NAPDRT
3:15-3:45pm		Awards Ceremony
4:00pm		EXPO DAY 2 CLOSES

SUNDAY - JANUARY 20th, 2009

9:00-am-1:00pm	Room 1	Dent Wizard - See Todd Yanak for info
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