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AutoTeamAmerica

17th Annual CEO/CFO Forum

On The Way Up: What's next for the auto industry?

FEBRUARY 4, 2011

3:00 PM - 6:00 PM

Stanford Court Renaissance
cocktail reception to follow

program also available as a webinar

AutoTeamAmerica 17th Annual CEO/CFO Forum

With an industry seeing some positive signs ahead, there's one question all dealers are asking: How can my dealership position itself on the way up?

Consolidation, industry bailouts, dealership closings, and the changing priorities of the American consumer have re-made the auto industry during these times of financial turmoil. How can you prepare for the challenges and take advantage of the opportunities?

Our featured speakers are Joe Herman and David L. Zuchowski. Joe Herman of Kuni Automotive, is an industry insider who will provide insights on automotive dealership management strategies. David L. Zuchowski of Hyundai Motor America will offer his perspective from the manufacturer's side. Following their presentations, a panel of experts, moderated by Jay Ferriero, will share their perspectives on today's auto business. We are thrilled to welcome panelists including David G. Braun of Comerica Bank, Michael Bruynesteyn of Strauss Capital, Richard N. Sox, Jr. of Bass Sox Mercer, and others yet to be named.

Date:
February 4, 2011

Agenda:
3:00 - Forum Kickoff
6:00 - Cocktail Reception

Location:
Stanford Court Renaissance
905 California Street
San Francisco, CA 941081

Visit
autoteamamerica.com
to register online and pose
questions to our panel.

THIS PROGRAM IS COMPLIMENTARY.

Once again, to support our automotive industry friends, we are offering this program at no cost to attendees. Register online and submit panel questions at autoteamamerica.com, or complete the following information and use a separate copied form for each registrant.

Return this form to:
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Featured Speakers



Joe Herman, COO - Kuni Automotive, draws from 40 years of experience in the automotive retail industry. He has had direct oversight responsibilities for over 215 retail auto dealerships. Joe has a breadth of experience with large dealership groups, private equity concerns, and consolidators. Joe was previously a Sales Executive and Corporate Officer for OEM, providing indirect oversight for 175 Volkswagen-Porsche Audi retailers. He has also served as a senior operating officer for organizations such as US Auto Group, EMCO Motor Holdings, Planet Potamkin, and Group1 Automotive.



David L. Zuchowski, Vice President, National Sales - Hyundai Motor America, is responsible for all sales, sales operations, market representation, field operations and overall dealer relations. David has nearly 30 years of experience in the automotive industry. Previously he served as vice president of Sales and Field Operations for Mazda North America. David began his career in 1980 at Ford Motor Company as a sales associate. He has spent 23 years in various executive-level positions including regional manager, product marketing manager, national merchandising manager and field operations manager for the Ford and Lincoln Mercury divisions.

Moderator



Jay M. Ferriero, Chief Operating Officer for Capital Automotive, has 30 years of experience in commercial lending, automotive dealership and real estate finance. He joined the firm after years at Comerica Bank, a leading financial institution serving the automotive retail industry, where he was responsible for managing the multi-state regional dealer lending offices in Florida and Illinois. He also served as National Accounts Manager with a focus on large multi-bank credit facilities, working with many of the auto retailing industry's consolidators.

Panel Speakers



David G. Braun, Senior Vice President and Western Regional Manager for National Dealer Services at Comerica Bank, has over 20 years of experience in the automotive industry. Currently, he oversees dealer relationships located in California, Arizona, Nevada, Washington, Texas, and Oklahoma. Prior to his involvement in the dealer business, Dave was a manager and/or lender for Comerica's middle market lending offices in Dayton, Ohio and Indianapolis, Indiana. Dave started his career at Comerica in Detroit, Michigan in their middle market lending area.



Michael Bruynesteyn, Investment Banker at Strauss Capital, is a 20 year veteran of the automotive industry. Prior to joining Strauss Capital, Mike was a Managing Director in Lehman Brothers' proprietary investment group. His focus was on automotive-related investments, including new technologies and vehicle electrification, as well as a portfolio of Chinese automotive supplier investments. Mike gained his first exposure to alternative powered vehicles working as an engineer with the British Columbia Research Corporation.



Richard N. Sox, Jr., Esq., Managing Partner at Bass Sox Mercer, has a practice focused on motor vehicle franchise law. Rich provides counsel to his firm's dealer clients in the areas of manufacturer facility and incentive programs, franchise realignment, audit chargebacks and sales performance issues. He represents dealers in both manufacturer-sponsored and judicial mediation, state-mandated administrative proceedings as well as in state and federal court.

This event will also be available as a webinar at a cost of only \$49 per connection. For more information and to register, visit http://autoteamamerica.com/cfo_forum.html.