

Rebuilding the Modern Dealership:

New Trends in a Changing Marketplace

AutoTeamAmerica[★]

15th Annual CEO/CFO Forum

NEW ORLEANS MARRIOTT



**Featuring The Top
10 Steps You Can
Take Now To Excel
In The Market**

As our industry feels the strain of a turbulent economy, it is more important than ever to understand the shifting marketplace. We've invited two local business leaders, who know a thing or two about rebuilding, to join us as keynote speakers. The vibrant re-opening of the Superdome for the first football game of the 2006 season was an unforgettable event, and stands as a tribute to the city's resilience and the relentless work of General Manager Doug Thornton and his staff. Mat Baer, CFO of the locally-based Bohn Brothers Investments, will share his company's disaster recovery efforts in the face of unprecedented circumstances.

Our panel of experts, moderated by Jay Ferriero, will share their perspectives on today's auto business. We are thrilled to welcome panelists Loyd H. Rawls of The Rawls Company, Erich J. Merkle of Crowe Horwath, Richard N. Sox, Jr. of Myers & Fuller, P.A., Sheldon J. Sandler of Bel Air Partners, and Tom Hessert, Jr. of Classic Automotive Group.

January 23, 2009

Agenda: 3:00 - Forum Kickoff 6:00 - Cocktail Reception *Sponsored by Comerica Bank*

Location: NEW ORLEANS MARRIOTT 555 Canal Street, New Orleans, LA 70130

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

THIS PROGRAM IS COMPLIMENTARY.

Name _____

Dealership _____

Address _____

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Return this form to:
Auto Team America
Phone: 1-800-848-5816
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This year, 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.