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# Rebuilding the Modern Dealership:

## New Trends in a Changing Marketplace

# **AutoTeam**America<sup>★</sup>

## 15th Annual CEO/CFO Forum

## NEW ORLEANS MARRIOTT

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



# January 23, 2009

## 15th Annual CEO/CFO Forum

Learn the Top 10 steps to take **right now** to reinvent and prosper.

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.

### THIS PROGRAM IS COMPLIMENTARY.

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](http://autoteamamerica.com), or complete the following information and use a separate copied form for each registrant.

Name \_\_\_\_\_

Dealership \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Date:**  
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](http://autoteamamerica.com)  
to register online  
and pose questions  
to our panel.

Return this form to:  
Auto Team America  
Phone: 1-800-848-5816  
Fax: 603-653-0209  
E-mail: [kberwick@tss-cpa.com](mailto:kberwick@tss-cpa.com)

## Keynote Speakers



**Doug Thornton, General Manager and Vice President, The New Orleans Superdome**, serves as Senior Vice President for SMG, a Philadelphia-based facility management company, following 3 years as Regional Vice President for SMG and eight years as General Manager of the Louisiana Superdome and the New Orleans Arena. After Hurricane Katrina, he was the "point man" for the biggest rebuilding project of a stadium in American history. Doug and the SMG Staff were presented a 2007 Sugar Bowl Hall of Fame Award for their efforts in the Superdome's recovery.



**Mat Baer, Chief Financial Officer of Bohn Brothers Investments**, joined the organization, with LA and TX dealerships and real estate interests, as its first CFO in 1996. In 1999, he assisted with the sale of several Bohn dealerships to Group 1 Automotive (GPI). Mat subsequently served as the CFO of GPI's Louisiana platform while maintaining his role as CFO for the Bohn family's business interests. Prior to his departure from GPI in 2006, Mat also served as the Southeast Region CFO. In addition to his involvement with the recovery efforts of the Bohn Family dealerships, Mat was a member of the Group 1's Hurricane Katrina Disaster Recovery Team.

## Panel Speakers



**Jay M. Ferriero, Senior Vice President and Director of Acquisitions for Capital Automotive**, has 28 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.



**Erich J. Merkle, Practice Leader - Automotive and Economic Analysis at Crowe Horwath**, previously ran IRN's global economic and automotive forecast services for the last 10 years. Many of Erich's projections and trend assessments have proven to be highly accurate over the years. He takes into account an appropriate mix of both quantitative and qualitative variables and understands their impact on the economic and automotive landscapes.



**Loyd H. Rawls, Founder and CEO of The Rawls Company**, is one of the nation's leading succession planners. Since 1973, Loyd and his associates have provided business succession services for the owners and key executives of closely-held, capital intensive family businesses throughout the country. Loyd expanded his practice nationally and confirmed theories regarding the critical factors that impact business succession and the role key managers can play in a succession initiative.



**Richard N. Sox, Jr., Esq., Managing Partner at Myers & Fuller, P.A.**, has a practice focused on motor vehicle franchise law. Rich provides counsel to the 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.



**Sheldon J. Sandler, Founder and CEO of Bel Air Partners**, provides the dealership community with sophisticated financial services tailored for the retail automotive industry. Sheldon is a leading authority on the role of financial markets in automobile distribution, dealership valuations and automobile dealership consolidation. In the past several years, Bel Air has acted as exclusive representatives to numerous private auto dealers in the sale of their automotive assets.



**Thomas J. Hessert, Jr., President of TJH Management Inc.**, is also the current President of Classic Cars Nissan Inc., and President/Member of TJH Automotive Co, LLC and TJH Chevrolet LLC (Classic Automotive Group). An award-winning entrepreneur, Tom founded and led nine dealerships under the Classic banner. He served as an Executive Vice President with United Auto Group. Tom was a successful race car driver for nearly twenty years, and held FIA Super, Winston Cup, Busch Grand National, IMSA, IRL and PSCA licenses.