

**NEW
CONTENT!**
from last year's
seminar!



Business Management Training Seminar

Wednesday, October 28-Thursday, October 29, 2009

Embassy Suites-North Indianapolis

3912 Vincennes Road, Indianapolis, IN 46268

(Immediately following **BRAND SOURCE** Mid-America Region meeting)

BRAND SOURCE SERVICE, in association with United Servicers Association (USA), is excited to announce a service business management training seminar in Indianapolis, IN Thursday, October 29.

What is the format of the seminars?

Join us Wednesday evening for a trip to the John Force Racing facility. John is the winningest driver in NHRA history and he and his racing daughters are proudly sponsored by Brand Source. We will tour the facility, visit the museum and make a stop in the souvenir shop.

The seminar will begin Thursday morning with roundtable discussions on service business management topics and will continue with business management training for owners and service managers. The event will conclude with a demonstration of the Scratch-B-Gone stainless steel restoration system.

Who will provide the training?

Professional speaker and President of USA Dean Landers will facilitate the round table discussions and present the business management training. J.R. Zirkelbach, Director of Brand Source Service, will give a demonstration of the Scratch-B-Gone system.

What is the content of the business management training?

Training will focus on protecting your business from liability, retaining employees and technicians, driving technician productivity and increasing profitability. Best business practices, proper documentation, waivers, pricing, and marketing will be the primary areas of focus.

Who is eligible to attend?

This seminar is an industry event and all appliance service companies are welcome to attend, provided they are not members of a competing buying group. **BRAND SOURCE** and **BRAND SOURCE SERVICE** members may attend at no cost. Other companies will pay a nominal fee which is refundable upon joining **BRAND SOURCE SERVICE**.

How do I sign up?

Complete and return the attached registration form.

For additional information please contact:

J.R. Zirkelbach

Director, Brand Source Service

jr.zirkelbach@brandservice.com

(714) 502-9620



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AGENDA

Wednesday

6:00 PM – 8:00 PM Visit of John Force Racing Facility and Museum

Thursday

8:00 AM – 9:00 AM	Round Table Discussion
9:00 AM - 12:00 PM	Business Management Training
12:00 - 1:00 PM	Lunch
1:00 - 3:00 PM	Business Management Training (Cont'd)
3:00 - 4:00 PM	Scratch-B-Gone Demonstration

BRAND SOURCE SERVICE member: **FREE**

BRAND SOURCE member: **WAIVED**

Non- BRAND SOURCE member: \$100.00 per person, refundable upon joining **BRAND SOURCE SERVICE** within 30 days of event.

Store name: _____ Phone: _____

Attendee name(s): _____ Fax: _____

Address: _____ Email address: _____

City: _____ State: _____ ZIP: _____

Payment method: MasterCard Visa American Express Amount Due: \$ _____

Card number: _____

Name as it appears on card: _____

For additional information please contact:

JR Zirkelbach
 Director, Brand Source Service
jr.zirkelbach@brandservice.com
 (714) 502-9620

Fax This Form To:
 (714) 502-9627

Hotel Reservations
Please contact the hotel directly for room availability.
(317) 872-7700
Room Rate: \$125.00
Code: AVB