



Thursday, April 14

Registration – Meet & Greet With Board of Directors - **7:00pm – 9:00 pm**

Friday, April 15

Summit Ballroom - Welcome - Michelle Alexander & Peter Bishop - **8:00am – 8:15 am**

— **Summit Ballroom** - Welcome – Peter Riddle, President & CEO of Actual Systems of America/Pinnacle - **8:15am – 8:45 am**
Welcome to the 2011 URG/Pinnacle Training Conference.

— **Summit Ballroom** - Keynote Speaker – “Information Service Provider Panel” - **8:45am – 9:50 am**
Moderator: Chris Northup. Panelists: Greg Horn - Mitchell, Dave Damon - CCC, Rick Tuuri - Audatex, Dwight Howard - APU Solutions

5 Breakout Sessions 10:00am – 10:50am

- **Auditorium 1** - Managing a Dynamic Sales Force – **Robert Counts & Recycler Panel**
- **Auditorium 2** - Pinnacle Pro -Maximize Efficiency with Pinnacle’s Production Manager – **Rob Kosiski w/Kosiski Auto Parts**
- **Conference A** - Pinnacle Pro - Pinnacle EBay Module – **Travis Neill & Josh w/Morrison’s Auto Parts**
- **Summit B/C** -How to Maximize your Buying – **Bill Stevens**
- **Conference B** -Dramatically reducing part returns with Mitchell Fast Photo System – **Marc Potash w/Mitchell International**

5 Breakout Sessions 11:00am – 11:50 am

- **Auditorium 1** - Pinnacle Pro – Using the Buying Reports – **John Bessler**
- **Auditorium 2** - “Spring Cleaning” your parts data – **Dwight Howard**
- **Conference A** - Digital marketing and how it can bring in customers and make you money - **Paul Coon**
- **Summit B/C** - Credit Card Fraud Prevention – **Secret Service Agent**
- **Conference B** - Pinnacle Pro - Utilizing the Work Order Manager - **Amber Elenbaas & Brandon Marz**

LUNCH 12:00pm – 1:30pm

5 Breakout Sessions 1:40pm – 2:30pm

- **Auditorium 1** - Pinnacle Pro & Quality Control – **Dan Snyder**
- **Auditorium 2** - Pinnacle – Preparing to upgrade to Pinnacle Pro – **Jen Wilson & Al Lacy**
- **Conference A** - The “GPS” (Getting Parts Sold) of Advertising – **Mike French**
- **Summit B/C** - Positive Management – **JC Cahill**
- **Conference B** - Automating dispatch & deliveries – **Jim McKinney – EZ Route Software**

5 Breakout Sessions 2:40pm – 3:30pm

- **Auditorium 1** - Operations & Production Management – **Robert Counts & Recycler Panel**
- **Auditorium 2** - Accountability – **Kent Rothwell**
- **Conference A** - Pinnacle Pro – Taking the Mystery out of purchase orders in Pinnacle Pro – **Mary Poirier**
- **Summit B/C** - Creating and sticking to an Operating budget & Budgeting for the future – **Jim Counts & Bill Stevens**
- **Conference B** - Pinnacle Pro -Trouble Processing Returns – Pinnacle Pro’s new RMA Module – **Amber Davis & Jason Shoemaker**

MEET YOUR VENDORS/STRATEGIC PARTNERS BREAK 3:30pm – 4:30pm

5 Breakout Sessions 4:40pm – 5:30pm

- **Auditorium 1** - Bid Buddy - What’s New – **Mike Lambert**
- **Auditorium 2** - Pinnacle Pro – Analyzing New Reports & Existing Reports to Manage Sales – **Benny Cunningham**
- **Conference A** - Pinnacle Pro – Remote Work Order – **Amber Elenbaas & Jenny McDonald**
- **Summit B/C** - Balancing Family & Business – **Robert Counts & Chad Counts**
- **Conference B** - Diamonds in the Rough – **Racer Yoemans**

Spotted Dog Sport Bar -Network Event **7:00pm – Midnight**

Saturday, April 16

Summit Ballroom - Keynote Speaker - "Body Shop Panel" - 8:00am – 8:50am

Moderator: Don Porter. Panel: Tim Adelman - ABRA, Gary Wano - GW and Sons, Gary Boesel - CARSTAR, & Bob Jones - Body Pro's.

5 Breakout Sessions 9:00am – 9:50am

- Auditorium 1** - What criteria makes a bad Customer – Customer Horror Stories – How do you make them a good customer? – **Mike Kunkel & Rob Rainwater**
- Auditorium 2** - How do you separate yourself from the competition – **JC Cahill**
- Conference A** - Pinnacle – Preparing to Upgrade to Pinnacle Pro – **Jen Wilson & Al Lacy**
- Summit B/C** - Ecommerce – Education on SEO/SEM, webdesign, & running an EBay Store – **Bill Stevens**
- Conference B** - Pinnacle Pro – All things stat - How to utilize the statistics captured in Pinnacle – **Elliott Bostrom**

5 Breakout Sessions 10:00am – 10:50am

- Auditorium 1** - 7 things you don't say to a Customer – **Jim Counts**
- Auditorium 2** - Working URG 8000 - Why & how it makes money for you - **Mike James**
- Conference A** - Pinnacle Pro – All things Production and Pro – **Kristin Keller Allen & Wade O'Conner w/Grassy & Bluegrass Auto**
- Summit B/C** - Sales Measurements – What constitutes the best mix of sales – **Benny Cunningham & Seth Bigham**
- Conference B** - Pinnacle Pro - Using Inventory Devices – **Paul Delaney**

5 Breakout Sessions 11:00am – 11:50am

- Auditorium 1** - Body Shop Terminology 101 – Cycle time, estimating procedures, etc – **Dave Damon w/CCC**
- Auditorium 2** - Cold Calls?! But we don't do cold calls! – **Louie Wilson**
- Conference A** - Pinnacle Pro - Still not on Pro yet? More reasons than ever to make the change – **Chris Atencio, Kristi Werner, & Don Davis**
- Summit B/C** - Stop being an order taker & be a Sales Professional – **Rob Rainwater**
- Conference B** - Pinnacle Pro – Phone System Integration – **Travis Neill**

LUNCH 12:00pm – 1:30pm

5 Breakout Sessions 1:40pm – 2:30pm

- Summit A** - How to set up the sale to prevent warranty claims and returns – **Jim Stone**
- Conference A** - Pinnacle Pro – Multi-Yard Consideration – **Travis Neill & Andy Waldvogel, w/Cousineau Auto**
- Conference B** - Pinnacle Pro – Understanding Pinnacle's User Preferences – **Jason Shoemaker**
- Summit B/C** - You and your management team – **Robert Counts & Recycler Panel**
- Summit D** - Connect to more Sales – **John Harshaw**

5 Breakout Sessions 2:40pm – 3:30pm

- Summit A** - Pinnacle Pro - Ebay Module – **Jason Shoemaker & Coleman Riggs**
- Summit D** - Utilizing URG Programs – **Michelle Alexander**
- Conference A** - Car-Part Pro setup & features – **Jason Olson**
- Summit B/C** - Pinnacle Pro – Phone System Integration & Handheld devices – **Travis Neill**
- Conference B** - Pinnacle Pro - Understanding How Pinnacle Handles Taxes – **Elliott Bostrom**

Location? - MEET YOUR VENDORS/STRATEGIC PARTNERS BREAK 3:30pm – 4:30pm