

# BUSINESS INFORMATION FOR SALES AND SERVICE OF AUTOMOTIVE & HEAVY DUTY COOLING SYSTEMS



## ED/TECH CONFERENCE RIALTO, CA Friday-Saturday, April 16-17, 2010

The Ed/Tech conference is the time for you to focus your business with timely business intelligence, technical information, market opportunities, and the power of face-to-face networking with the leading for cooling system business operators and key personnel in the country. If you are planning to fly, the closest airport is Ontario, California.

### Friday, April 16

**Friday Daytime Options** (on your own):

**Joseph Filippi Winery**—it is a small but interesting place and is located at 12467 Baseline Road, Rancho Cucamonga, Ca 91739. Tour tickets are \$10.00 per person.

**Golf at Sierra Lakes Golf Club**—Advance reservation is strongly recommended. Phone: 909-350-2500.

**Victoria Gardens**—is a unique, upscale shopping mall - open format (not all in one building as the usual malls) and is a very nice place to hang out, nice restaurants.

**Ontario Mills**—a massive indoor outlet mall for shoppers.

**Friday Dinner**—A group dinner is planned for 6:30 PM at Antonino's. It is located at 7945 Vineyard Ave, Rancho Cucamonga, CA 91730. **Early registration incentive.** Seating is limited to the first 60 people who register, so make your plans now and attend this event at no additional charge.

### Saturday, April 17

Activities will be held at CSF Inc.,  
2941 N Locust Ave.  
Rialto, CA 92377 (909) 355-1991



Program will run from 9:00 AM to approximately 4:30 PM.

**Table Top Set-up Begins at 7:00 AM**

**Registration on Saturday begins at 8:00 AM:**

**Sessions begin at 9:00 AM to noon**

**Electrolytic Metal Erosion in Cooling Systems**—This seminar is designed to familiarize you with technical information and diagnostic procedures that are related to 3 different types of electrolytic metal erosion (electrolysis) which are identified as either chemical, static voltage or erosion metal corrosion. This will be followed by tips on the best test procedures to evaluate the cooling system and how to cure the most troublesome systems, which will protect engine components and prevent repeat comebacks. The session will be presented by Bruce Balfour, president of Mac's Radiator Service Inc & BMR Distributing Inc. has been an auto technician and business owner for over 35 years and has been a long time member of NARSA.

**Internet Marketing for Cooling System Specialists**—The Internet is now the most common way people find service businesses today. Search engines are replacing phone books, and Yellow Page ads are getting smaller every day. How do you make sure that potential customers can find you on line? How do you make sure the information listed on Google, Yahoo and other directories is correct? Phil McGovern is president of his own Internet design and consultancy realbigbusiness. Phil also knows the cooling system service industry having grown up in his father's business—Tanks'n Tabs. This is a unique learning opportunity because of Phil's ability to match is very extensive knowledge of Internet marketing with the very specific needs of the cooling system specialist.

**Opportunities in Servicing Diesel Particulate Filters**—The EPA has opened the door for new HD service and product opportunities when its mandates for cleaner air resulted in making diesel particulate filters standard equipment on nearly all diesel engine powered trucks since 2007. Darrin Carroll, sales manager for CDS Systems (Clean Diesel Specialists), will address the opportunities presented by this new technology and how his firm is responding with the creation of a coast to coast network of service centers.

**Heavy Duty Update**—Shop owner and product distributor Joe McGovern of Nashville-based Tanks 'n Tabs will address the heavy duty market including how to define it, where to find it, needed skills and tools, new products and technologies, and customer service.

### Lunch served on location

#### 1 PM Session

**Opportunities, Roadblocks and Pot holes**—Learn from a panel of shop owners and industry insiders where the opportunities are and how to unlock their potential. They will also discuss what is working for the business and what is not including obstacles to progress and critical things to avoid.

#### 2PM to 4:30 PM Exclusive Time for Table Top Exhibits and live product demonstrations

#### Product Displays—all day beginning at 9:00 AM

Plus live product demonstrations and a trade fair with leading suppliers and manufacturers with all of the latest products and services that you need to grow your business.

### Hotel Information:

Rooms have been set aside for you reservation at Best Western, 8179 Spruce Ave., Rancho Cucamonga, CA 91730. Room rate is \$79 per night plus taxes. Ask to book in the NARSA Room block to receive these rates. Tel: 909.466.1111 Fax: 909.466.3876