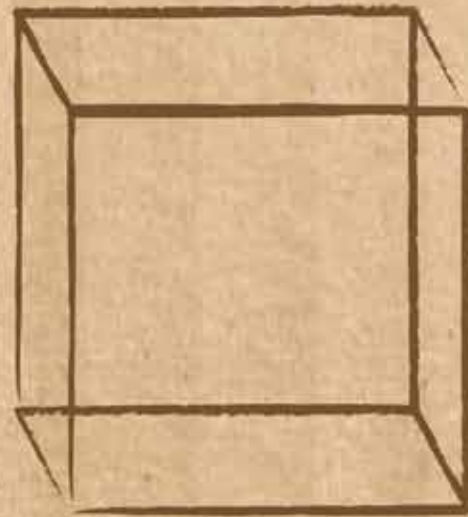


Think Inside The BOX



**NARSA
Convention &
Tradeshow**

A convention for the times—short, focused, valuable and reasonable. Get the latest information and network with the leading cooling system specialists at the 57th Annual meeting of NARSA—The International Heat Transfer Association. It is an old cliché “Think Outside of the Box”! This year NARSA turns the tables and presents new, informative and inspirational programming For the latest information check out www.narsa.org.

Sessions at a Glance

Sunday, Nov. 1
Board of Directors Meetings (2 PM)
Past Presidents’ & Board Dinner (7 PM)

**Morning Session
Monday, Nov. 2**
(8:30 AM to noon)
Radiator 101—What you need to know selling and buying radiators today—Vinay Mamidi, Vice President and General Manager of CSF addresses the oversupplied market and breakdown of the traditional distribution chain.

Credit, Collections, Managing Accounts Receivables—Darryl Rowinski, CCP & CPC, President & COO, Business Credit Management Assn, Nat. Radiator & Air Conditioning Aftermarket Industry Credit Group

Think Inside the Box—Market Opportunities
An opportunity for specialty distributors, warehouse distributors, jobbers, radiator shops and general automotive repair facilities to explore new and profitable ways to market products and services.

Session will provide insights on market opportunities for the sale of radiators, condensers and other cooling system parts by industry insiders. Markets covered include:

- high performance & automotive
- heavy duty
- farm and agriculture
- fleets
- traditional jobbers (parts stores)
- service and repair.

Moderator: Patrick (Pat) O’Connor, Vice President, Sales & Marketing, S.A. Day Buffalo Flux Facility, Johnson Mfg Co.

Industry Luncheon

(noon to 2 PM)



“The world’s greatest race today is not Daytona, Indianapolis or even Le Mans. The Great Race of the 21st Century™ is creating sustainable transportation.”
— Herb Fishel

The Great Race of the 21st Century™ – NARSA is very proud to have motorsports leader Herb Fishel, former executive director of GM Racing and respected automotive industry visionary as its 2009 keynote speaker. Herb will provide an inspirational message for all business owners and automotive enthusiasts. He has been on a mission to restore the technology link between racing and manufacturers to accelerate development of alternative fuels, emissions control strategies and regenerative energy recovery systems. Plan to attend this very special opportunity.

During his forty year career at General Motors, Herb built a team of industry and academic leaders to conduct racing safety research in the early 1990’s during a time of stubborn resistance. He created and built the NASCAR and Corvette racing programs, two of the most successful in the history of the company. Under Herb’s leadership, GM won:

- NASCAR: 21 Driver championships, 25 Manufacturer Cups (11 consecutive)
- Indy 500; 12 GM victories
- Class wins in the Baja 1000, Pikes Peak Hill Climb
- Class wins at the 24 Hours of Le Mans and Rolex 24 Hour wins with the Corvette

Along the way...Herb has been honored and recognized by:

- Hot Rod Magazine Hall of Fame: 100 most influential people (1997)
- Le Mans: The Spirit of Le Mans Award winner (2003)
- SEMA-Specialty Equipment Manufacturing Association Hall of Fame (2005)
- NC State College of Engineering Distinguished Alumni (2005)

Afternoon Session Monday Nov. 2 (2:00 to 5:00 PM)

“Slow Down to Go Fast™!” **Speaker: Charlie Fewell**



Industry consultant and trainer Charlie Fewell will identify the things you must do in today’s economic environment to improve your sales and build customer loyalty. During this session, Charlie Fewell will reveal his selling model that when used properly will help you become proficient at understanding your customers’ definition of value and help you reduce the number of times you will hear your customers say they were unaware of your total value package. You won’t want to miss this energizing, challenging and enlightening session.

With 32 years in the automotive industry, Charlie Fewell has been a service technician, a sales manager, a service school instructor and a training manager.



Great Networking Events—Don’t Get Lost in the Crowd

Unwind in a relaxing and pleasant atmosphere after the show Monday and Tuesday. Why go to crowded bars after the show? NARSA will be hosting two special receptions devoted to the art of conversation and network building.

Monday—Welcoming Reception (5:00 to 6:30 PM)

Join colleagues, friends, family and competitors from the world of cooling system products at this great kick-off for Automotive Aftermarket Industry Week at the NARSA Welcoming Reception. Stop by for refreshments and a bite to eat. Don’t forget your business cards.

Tuesday—Meet the Vendors Reception (5:00 to 7:00 PM)

This is a fantastic way for everyone to connect to discuss products, trends and issues or just unwind after the show in a super atmosphere. Join us for a fine selection refreshments and hors d’oeuvres.

NOTE: Because of new information requirements, credentials for the AAPEX show are available only through AAPEX. Go to www.aapexshow.com to register for show passes. Questions regarding AAPEX registration only call: 866-229-3687.

Think Inside the Box!

Over thirty years ago, radiator shop entrepreneurs agonized over the introduction of the complete radiator “in a box”! Over time, even the most hard core radiator repairman learned that when one door closes, another door opens. The survivors soon learned how to embrace change, new products and income and diversification. Join us for this new look at our industry from the perspective of your business.

Book your rooms at Harrah’s Las Vegas today and save. Call 888-458-8471; Group code SHNAR9.

Registration fees for the NARSA convention are \$250 per person for members and employees of member companies. For nonmembers the fee is \$495 per person. To register call NARSA at (412) 847-5747 or go to www.narsa.org.

