



## Schedule at a glance

(last updated on March 31, 2010)

### Saturday, April 24

**9 a.m. – 4:15 p.m.**

**New Owners Boot Camp**

Speakers:

(Optional session: \$200, including lunch)

Ricky E. Price – Flagship Fast Lube

Howie Loewen – Integrated Services, Inc.

Las Vegas Convention Center  
Room: N-259

If you're new to the industry or AOCA, or if you're thinking about purchasing or building a lube center, the optional New Owners Boot Camp is a great way to get a flying start. The daylong session includes expertise and insight from two industry veterans, focusing on key elements that have proven successful for many lube operators. You will be provided with a statistical blueprint that will greatly increase your chances of success. This intensive, information-packed course is perfect for newcomers to the industry, as well as experienced owners and managers.

Ricky E. Price began in the fast lube business in 1992, and has been active with AOCA since 1994, currently serving as treasurer on the Board of Directors. He is one of the principal architects of the AOCA Manager's Certificate Course and has instructed the class for the past 10 years. Howie Loewen has been with ISI since 1993, and is one of the most respected consultants in the fast-lube industry, with more than 28 years of experience. He also has done extensive training for a number of major oil companies.

**4:30 p.m. – 6 p.m.**

**AOCA PR / Marketing Committee Meeting**

Las Vegas Hilton  
Conference Room 3

**AOCA Best Practices Committee Meeting**

Las Vegas Hilton  
Conference Room 4

**AOCA Technical Advisory Committee Meeting**

Las Vegas Hilton  
Conference Room 5

**6 p.m. – 7:30 p.m.**

**Early Bird / Boot Camp Reception**

Las Vegas Hilton  
Ballroom D

This is the first of several networking opportunities at iFLEX, as first-time attendees and industry newcomers get a chance to mingle with longtime members and industry veterans. It's the first step in building professional relationships that will last for years.

## Sunday, April 25

**8:30 a.m. – 9:30 a.m.**

### **Devotional Breakfast**

Speaker: Kevin Davis – Fast Change Lube & Oil

Las Vegas Hilton  
Room: Ballroom B

Kevin Davis is currently AOCA Vice President, and has been an association member for 13 years. He is an ordained minister in the National Association of Free Will Baptist, and has been a senior pastor since 2001.

**9 a.m. - 10:30 a.m.**

### **Hub Cap Lounge (Beverage service only)**

Las Vegas Convention Center  
N4 Lobby (Level Two)

**9:15 a.m. – 9:45 a.m.**

### **Mentors meeting**

Speaker: Kevin Davis – Fast Change Lube & Oil

Las Vegas Hilton  
Ballroom B

AOCA is enlisting the aid of longtime members as mentors, for members who sometimes need advice, guidance, or just a sympathetic ear. This session is a chance to identify and match up members who are interested in either role. It's a great way to get the help you need, or to share what you have learned with a fellow member.

**9:45 a.m. – 12:15 p.m.**

### **The Great American Fast-Lube Training Road Show – Fresh Cuts**

Speaker: David Prange – QMI

Las Vegas Convention Center  
Rooms: N-252-254-256

David Prange has been in the fast lube industry on a national level for more 23 years. His real world experiences add value to his audiences as he shares ideas that really work. You may recognize him from monthly column in The National Oil & Lube News called "Promises Made, Promises Kept." He brings his training "Road Show" to iFLEX, with the latest and greatest hits from the all-day seminars. Dave and his team will share effective ideas to build sales, loyalty and profits. All meat and no filler. Satisfaction Guaranteed!

**12:30 p.m. – 1:30 p.m.**

**Attendees on their own for lunch.**

**1:15 p.m. – 3:45 p.m.**

### **Hub Cap Lounge (Beverage Service Only)**

Las Vegas Convention Center  
N4 Lobby (Level Two)

**1:45 p.m. – 3 p.m.**

### **Educational sessions**

#### **Fleet Business – A Profit Opportunity, or is it Fleeting?**

Speakers: David Kunkel – Citgo Petroleum  
Randy Brittain – Brittain's Express Oil & Lube  
Jeff Pauly – MyFleetCenter presented by Sound Billing

Las Vegas Convention Center  
Room: N-253

Three well-known industry professionals will discuss how to attract commercial business with the best products and services, and also share marketing tips and best practices. Attendees also will discover new ways to effectively collect money for services rendered, including terms, billing, fleet cards, and billing services.

Dave Kunkel has been with CITGO Petroleum Corp. since 2001, and is currently the Manager of Marketing and Product Management for the Lubricants Division. He also is a contributing editor for industry publications on a wide range of topics affecting the installed marketing environment. Randy Brittain is an industry veteran who began as a charter member with AOCA. Jeff Pauly has been in the quick lube industry for over 27 years, starting in 1982 as an

independent oil change operator in Madison, Wis., and is an industry expert in web-based invoicing. He currently is an Associate Member representative to the AOCA Board of Directors.

### **The Bays Have Eyes:**

#### **How to Use Security Video to Secure Assets, Reduce Risk and Manage Operations**

Speaker: Howard Wulforst – Stanley Security

Las Vegas Convention Center  
Room: N-259

As District General Manager for Stanley Security, and a third-generation security industry professional, Howard Wulforst is uniquely qualified to address best practices for your security needs. Learn how to use a wide variety of video solutions to secure your assets, reduce risk and help manage your operations. Effective security can reduce the potential for theft by employees and outsiders, as well as fraudulent claims, and can also enhance customer service.

### **Hug a Hybrid: An In-Depth Review of Sustainable Business Trends**

Speaker: Tom Morley – Lube Stop

Las Vegas Convention Center  
Room: N-255

Sustainability, sustainable business practices, green business, and going green . . . These are just some of the terms heard in the U.S. today that indicate a growing awareness for the environment and the new expectations that markets, customers, and communities are beginning to have for businesses. Beginning to meet these expectations is easier than you think, and quick-lubes that are able to embrace these trends early will differentiate themselves in a competitive market – and make money doing it. This session will introduce AOCA's new sustainability standards as a major step toward embracing those trends.

Tom Morley is a leader in environmental issues for the fast-lube industry. He joined Ohio-based Lube Stop Inc. as president six years ago, and implemented one of the industry's first formal sustainability programs. In 2008, Morley was awarded the National Oil and Lube News Operator of the Year award for his significant accomplishments in the fast-lube industry.

### **Vehicle Inspection Procedures – Best Practices**

Speaker: Gary Vann – Mighty Auto Parts

Las Vegas Convention Center  
Room: N-257

Gary Vann is Sr. Vice President of Sales & Marketing at Mighty Auto Parts, and is celebrating his 35<sup>th</sup> year as an automotive service professional. He has pulled together ideas and best practices from some of the most successful operators in the country, and turned them into a comprehensive, informative guide. He will lead an examination of the basics of vehicle inspections, including why they should be a part of your operation. Vann also will offer the top 10 practical ways to make an inspection program successful and profitable.

### **3:15 p.m. – 4:30 p.m.**

#### **Repeat of all early afternoon sessions**

### **4:45 p.m. – 6 p.m.**

#### **AOCA Membership Meeting**

Las Vegas Convention Center  
Rooms: N-252-254-256

There are a number of important issues coming up before the membership this year, including election of three new Board members, and changes to existing bylaws. Your participation will make a difference in the future direction of AOCA, and we strongly encourage every member to attend.

### **6 p.m. – 7 p.m.**

#### **Welcome Reception**

Las Vegas Hilton  
Ballroom A-B

iFLEX is more than just a way to learn more about what's going on in the quick-lube industry; it's also a great way to relax. The Welcome Reception is the perfect opportunity to kick back, make new friends and reconnect with old friends. You'll find that some of the most valuable information is traded outside of the educational sessions or the Expo Hall. Here's a chance to get your iFLEX experience off to a great start!

## Monday, April 26

**8:30 a.m. - 11 a.m.**

**Hub Cap Lounge (Beverage service only)**

Las Vegas Convention Center  
N4 Lobby (Level Two)

**9 a.m. – 10:15 a.m.**

### **Educational sessions**

#### **Will Green Oil Put You in the Black?**

Speakers: Rick Palmore – Universal Lubricants  
Curt Knapp – Safety-Kleen  
Gavin Hensing – North American Lubricants

Las Vegas Convention Center  
Room: N-253

Three specialists in environmentally friendly practices and technologies will share their views on current trends in “green awareness,” including closed-loop systems and green oil changes. Are you making the most of the opportunity to capitalize on these trends, and also to promote “green” awareness among your employees and your customers?

#### **Oil Specifications Update: dexos, GF-5, API Specs**

Speakers: Kevin Ferrick – American Petroleum Institute  
Fran Sciacchitano – Infineum

Las Vegas Convention Center  
Room: N-259

This is an excellent opportunity to get the latest information about oil specifications. Do you have the lowdown on the most recent changes?

#### **Across the Years: The Impact of Generational Differences**

Speaker: David Everett – Service Champ

Las Vegas Convention Center  
Room: N-256

Fast-lube operators are increasingly facing an unusual issue: How to make the business relevant to customers – and employees – of all ages. Each generation has distinct characteristics as consumers and workers. Understanding those differences will help you make the most of alternative marketing approaches for your customers, as well as attracting and retaining the best younger workers. David Everett is the National Training Manager for Service Champ, and also Education Committee chairman for AOCA. He has more than 30 years of experience in management and sales. For the last 19 years, David has been helping fast-lube owners nationwide start and build their businesses through sales training and customer service training. He has been a speaker for many local, regional and national seminars, including at several of AOCA’s national conventions and is a contributing writer to industry journals.

#### **Shaken, Not Stirred: Oil and Water Do Mix –**

#### **Achieve Success in the Oil Change and Car Wash Businesses**

Speaker: Marcus Greene – Alea Group LLC

Las Vegas Convention Center  
Room: N-255

Today’s customers are interested in convenience, and accomplishing multiple services at once will only lead to increased customer satisfaction. Attend this session to discuss valuable techniques for marketing the convenience of combining your fast lube and car wash. Learn how you can effectively package these services to increase your ticket price per car, as well as create a positive experience for all of your customers. What are the hidden benefits and pitfalls of a comprehensive extra service program? This session will review types of car washes, property considerations, POS systems, cross-marketing techniques and employee management in the multiprofit center environment.

**10:30 a.m. – 11:45 a.m.**

## **Repeat of all early morning sessions**

**Noon – 6 p.m.**

**Trade Show (including lunch in Expo Hall)**

Las Vegas Convention Center

**Evening open for Exhibitor entertaining, including hospitality suites and other events.**

## **Tuesday, April 27**

**8:30 a.m. - 11 a.m.**

**Hub Cap Lounge (Beverage service only)**

Las Vegas Convention Center  
N4 Lobby (Level Two)

**9 a.m. – 11:45 a.m.**

**Open Forum on Best Practices**

Moderators: Kevin Davis – Fast Change Lube & Oil  
Lenny Saucier – Five Minute Oil Change

Las Vegas Convention Center  
Rooms: N-252-254

Experience is the greatest teacher, and iFLEX is the fast-lube industry's best classroom. The Open Forum is all about the attendees, allowing them to trade their knowledge and experiences in a relaxed, informal setting. It's a great way to gain information that will benefit your operation, now and in the future. The session will be led by Kevin Davis, AOCA Vice President, and Lenny Saucier, who is Training Director for Five Minute Oil Change, implementing training programs and certification programs to over 180 employees in 24 shops across three states.

**Noon – 4 p.m.**

**Trade Show (including lunch in Expo Hall)**

**4:15 p.m. – 6 p.m.**

**AOCA Green Committee Meeting**

Las Vegas Hilton  
Conference Room 1

**AOCA Education Committee Meeting**

Las Vegas Hilton  
Conference Room 2

**AOCA Membership Committee Meeting**

Las Vegas Hilton  
Room: TBD

**Evening open for Exhibitor entertaining, including hospitality suites and other events.**

## **Wednesday, April 28**

**8:30 a.m. - 11 a.m.**

**Hub Cap Lounge (Beverage Service Only)**

Las Vegas Convention Center  
N4 Lobby (Level Two)

**9 a.m. – 10:15 a.m.**

## Educational sessions

### **OSHA – Friend or Foe? What to Expect with Inspections**

Speakers: John Wanamaker – Nevada SCATS

Las Vegas Convention Center

Room: N-253

The success of any quick-lube operation is heavily dependent on compliance with health and safety regulations. It's important to be up to date with the latest information, and to learn best practices for workplace safety, and for being prepared for enforcement inspections. So how do you ensure that your operation is in compliance with OSHA regulations? Attendees will get the lowdown from John Wanamaker, a safety and health trainer in the Henderson office of the State of Nevada's Safety Consultation and Training Section (SCATS).

### **New Services for Your Customers, New Profits for You**

Speakers: Kelvin A. Butz – RTI Technologies  
Scotti Lee – Oil Change Express

Las Vegas Convention Center

Room: N-259

Two of the industry's most insightful professionals will give attendees an in-depth look at the latest automotive care technologies. As Vice President of Marketing and Business Development for RTI Technologies, Kelvin Butz makes it his business to know about the latest trends in both existing and new services, including coolant exchanges, transmission and power steering services, air conditioning and nitrogen-filled tires.

As a 22-year veteran of the fast-lube industry, AOCA Board Member Scotti Lee is the acknowledged technical guru for the association. He'll explore Diesel Exhaust Fluid (DEF), the fundamental issues and challenges it presents, and the opportunities it will create for your operation. The emphasis will be on looking ahead for ways to improve your bottom line.

### **Marketing for Fast Lubes: How to Get the Biggest Bang for Your Buck**

Speaker: Scott Morrison – City Garage  
Dave Everett – Service Champ

Las Vegas Convention Center

Room: N-255

Scott Morrison is not only a longtime automotive service professional, but also a marketing specialist, and he will present an overview of the role advertising plays in your operation. He'll review different types of advertising, managing ad budgets, and measuring audience response. And Dave Everett will discuss various ways to build your business – and your bottom line – through community interaction.

**10:30 a.m. – 11:45 a.m.**

**Repeat of early morning sessions**

**Noon – 1 p.m.**

**Attendees on their own for lunch**

**12:45 p.m. – 3:15 p.m.**

**Hub Cap Lounge (Beverage Service Only)**

**1:15 p.m. – 4 p.m.**

**Viagra for the Quick Lube Industry –**

**How to Get Your Ticket Average and Profit Margin Up!**

Speakers: Sue Ackley – Oil Change Plus  
Pat Wirth – Potomac Falls Express Lube

Las Vegas Convention Center

Room: N-257

Sue Ackley and Pat Wirth, who have 35 combined years in the business, will share their secrets to increasing your ticket average and putting more money on your bottom line. They both consistently run a \$55 t/a over base. But wait, that's not all! This presentation will set the new standard for future AOCA seminars. In addition to a comprehensive package of documents you can take home and immediately use, there will be fashion, entertainment, product demonstrations, games, prizes and a "guest" appearance from Jay Leno. People will be talking about this for years. You don't want to miss it!

**Note: This session be held once; it will not be repeated.**

**1:15 p.m. – 2:30 p.m.**  
**Educational sessions**

**The ABCs of Internet Marketing**

Speaker: Anders Gustavsson – Fast Lube Marketing

Las Vegas Convention Center  
Room: N-253

Your operation can benefit from having a web presence, and it's not as complicated as you think to establish an online face for your business. Anders Gustavsson is head of business development for Fast Lube Marketing, an AOCA member partner working with quick-lube operators to create and market websites. Even if you already have a website, he'll explain ways to make the most of the technology – including being discovered by potential customers searching for fast-lube services.

**Top off Your Knowledge –  
Universal Fluids, Multi-Vehicle Fluids, Premium Oils and More**

Speakers: Pat Burrow & Bruce Dobbs – C.A.T. Products Inc. (Run-Rite)  
John Popiwczak – Valvoline Express Care

Las Vegas Convention Center  
Room: N-259

Learn more about the mysteries surrounding universal fluids, multi-vehicle fluids, supplements and top treatments. Which ones should you use, and under what circumstances? Which ones save you money and inventory space? Also, find out how to maximize your sales of premium oils, as well as their benefit to you and your customers.

**Financial Management – Sharpen Your Pencils to Protect Profits**

Speaker: Chuck Hoffman – City Garage

Las Vegas Convention Center  
Room: N-261

As Vice President of Operations for a chain of 16 automotive service locations, Chuck Hoffman knows the ins and outs of maximizing profits and minimizing costs. This session will be an in-depth look at finance and budgeting for your operation, including measuring – and reducing – fixed and variable costs, as well as how to prepare an annual operating budget, and how to monitor your progress to greater profitability.

**2:45 p.m. – 4 p.m.**  
**Repeat of early afternoon sessions**

**4:15 p.m. – 6 p.m.**  
**Town Hall with AOCA Board of Directors**

Las Vegas Convention Center

This is your chance to get to interact with the AOCA Board, including new members elected during the Membership Meeting. AOCA's strength rests with its members through the ideas they bring to the table, and the questions they ask along the way. Make the association stronger by adding your voice to the chorus.

**8 p.m. – 11 p.m.**  
**iFLEX Night of Stars (optional event: \$25 per ticket)**

Las Vegas Hilton  
Ballroom B-C

The iFLEX closing party is "A Night of Stars." Las Vegas is known for shows that feature performances by talented celebrity impersonators, and the closing party takes full advantage of that theme. Garth Brooks, Elvis, Cher, the Blues Brothers, and other performers will be represented during the show. It's a great chance to network in a fun setting, and a great reason to stay all the way to the end of iFLEX.