

▶ OCTOBER 13-14, 2016



# POWERSPORTS DEALER SEMINARS @ AIMEXPO

PRESENTED BY **POWERSPORTS**  
BUSINESS

THE MOST COMPREHENSIVE DEALER  
TRAINING SESSIONS OF THE YEAR!



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5

TRACKS

32

SESSIONS



# WELCOME BACK TO THE SEMINARS!

Welcome to the many returning dealers who are back at the Powersports DEALER Seminars for the fourth year. Whether you're attending AIMExpo for the first time or you haven't missed one yet, we appreciate you being here and taking advantage of an excellent lineup of presentations. The seminars are free to attendees thanks to the support of premier sponsors CDK Global Recreation and National Powersport Auctions, both longtime supporters of *Powersports Business* and our events. And we're glad to have Aegis Powersports as the sponsor of the Powering Profits track.

The education sessions at AIMExpo have a new name this year, with *Powersports Business* once again managing the presentation lineup and the five track rooms of the Powersports DEALER Seminars.

You'll see Team PSB running around in our daily AIMExpo uniform colors. (And yes, we know the shirts are swaggy!) Be sure to stop one of us to ask any questions you have about the seminars, speakers, AIMExpo, etc. We're happy to help. The Powersports DEALER Seminars are yours; thanks to you, attendance has grown, and we're glad you're here to make Year 4 the best one yet in the dealer training rooms.

In powersports,  
Dave



Dave McMahon  
Editor in Chief  
*Powersports Business*



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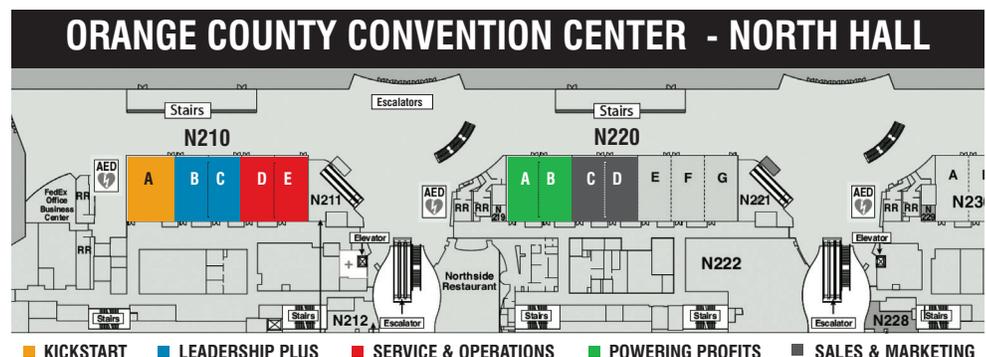
Consider this your invitation to join us at the **ALL-NEW** Kickoff Session and the Wrapup Session. **See Page 5** for a full description of these sessions.

### THURSDAY, OCTOBER 13

▶ 11 a.m. – 12:15 p.m.  
**Powersports Dealer Seminars  
Kickoff Session - Championship Retail  
Mentality: Life and Death Selling**  
*Presented by Frank Esposito*

### FRIDAY, OCTOBER 14

▶ 4 p.m. – 5:15 p.m.  
**Powersports Dealer Seminars  
Wrapup Session - State of the  
Industry Roundtable**  
*Hosted by Dave McMahon*



CLASSROOMS ON LEVEL II - EXPO HALL ON LEVEL I

# SCHEDULE AT-A-GLANCE | SESSION PROGRAM

## THURSDAY, OCTOBER 13

### 11 a.m. – 12:15 p.m.

▶ **Powersports Dealer Seminars Kickoff Session — Championship Retail Mentality** Presented by Frank Esposito

### 1 p.m. – 2:15 p.m.

■ **Using Video to Increase Your F&I Product Sales** Presented by Rich Moore

■ **Divide and Conquer** Presented by Steve Jones

■ **Driving Profitability in Your Service Department** Presented by John Spader

■ **The Performance Equation, C+S=I** Presented by Mark Mooney

■ **Systems for Success** Presented by Steve Barker

### 2:35 p.m. – 3:50 p.m.

■ **4 Square Worksheets: A Dealership Sales Manager Explains How to Package Sales to Save Time and Money** Presented by Dan Mahan

■ **Is Your Dealership Dying A Slow Merchandising Death?** Presented by Jennifer Robison

■ **Overcoming the Service Appointment Conundrum** Presented by Robert Grant

■ **The 4 Solutions to be the Leader Your Dealership Needs** Presented by David Spader

■ **Easy, Low-Cost Marketing Tips for Your Business** Presented by Deb Galletti

### 4:10 p.m. – 5:15 p.m.

■ **Classified Marketing Doesn't Have to be Frustrating** Presented by Jim Jabaay

■ **Understanding the Owner and Manager Roles** Presented by Steve Jones

■ **Driving Profitability in Your Service Department** Presented by John Spader

■ **The Performance Equation, C+S=I** Presented by Mark Mooney

■ **Protect Your Products and Product Designs** Presented by Earl LeVere

## FRIDAY, OCTOBER 14

### 10 a.m. – Noon

■ **The Landscape is changing — are you?** Presented by Sam Dantzer

■ **Increase Profits, Performance and CSI with the Proper Presentation** Presented by Rob Greenwald

■ **We Used to Do That! — The Sequel** Presented by Mark Mooney

■ **(Re)Building Culture: Creating an Environment of High Performance** Presented by David Spader

■ **Passion Required** Presented by Bob Kay

### 1:15 p.m. – 2:00 p.m.

■ **Google Local for Dealerships: How to Tip the Online Sales Advantage Back to Your Dealership** Presented by Craig Cervenka

■ **Mobile Marketing Solutions for Every Dealership Department** Presented by Ron Cariker and Samantha Scott

■ **Overcoming the Service Appointment Conundrum** Presented by Robert Grant

■ **The Dealership I Owned Just Went Out of Business, and Here's Why** Presented by Tim Woodsome

■ **Community Rewards** Presented by Tim Harney

### 2:20 p.m. – 3:40 p.m.

■ **Selling to Gen Y and Boomers: Two Distinct Approaches with Tips and Tactics for Both** Presented by Sharron Cunningham

■ **Performance F&I Strategies for Gen Y and Beyond** Presented by Rob Greenwald

■ **We Used to Do That! — The Sequel** Presented by Mark Mooney

■ **The 4 Solutions to be the Leader Your Dealership Needs** Presented by David Spader

■ **With Service, the Money's in the Minutes** Presented by Galen Royer

### 4 p.m. – 5:15 p.m.

▶ **Powersports Dealer Seminars Wrapup Session — State of the Industry Roundtable** Moderated by Dave McMahon



**THURSDAY, OCTOBER 13**

**ROOM N220CD**

■ 1 p.m. – 2:15 p.m.

**USING VIDEO TO INCREASE YOUR F&I PRODUCT SALES**

*Presented by Rich Moore*

Video education is the best way for a dealership to combat the naysayers who discourage our customers from buying F&I products. Online video is the fastest and easiest way to connect with your future customers, especially since we know most people are researching on the web before they ever set foot in a dealership. However, the F&I section on most dealer websites is weak in terms of educating consumers on our products. In this session, you will learn how to create inexpensive, high-quality, informative videos; which videos you should create; and simple ways to use your dealership as a studio.

■ 2:35 p.m. – 3:50 p.m.

**4 SQUARE WORKSHEETS: A DEALERSHIP SALES MANAGER EXPLAINS HOW TO PACKAGE SALES TO SAVE TIME AND MONEY**

*Presented by Dan Mahan*

You've heard about their effectiveness, now learn how to use 4 Square Worksheets from a dealership sales manager. We'll incorporate all aspects of the sale into the worksheet approach: closing the sale on the unit; parts and accessories; clothing and apparel; extended warranty; tire and wheel and other F&I and service products.

■ 4:10 p.m. – 5:15 p.m.

**CLASSIFIED MARKETING DOESN'T HAVE TO BE FRUSTRATING**

*Presented by Jim Jabaay*

Classified marketing on websites such as Craigslist, eBay and social media can be frustrating, but it doesn't have to be. Learn tangible strategies and tips to make the most of these popular classified marketplaces so that your dealership isn't losing out on potential classified deals.

**FRIDAY, OCTOBER 14**

**ROOM N220CD**

■ 10 a.m. – Noon

**THE LANDSCAPE IS CHANGING — ARE YOU?**

*Presented by Sam Dantzer*

Today, 9 of 10 customers buy within one week, The landscape of the business of powersports is changing as we speak. Nearly all customers who come into your store are educating themselves before doing so. The window for acquiring that customer continues to shorten, and CRMs have become more important than ever. With the average age of a motorcycle owner now at 47 (up from 32 in 1990), millennials are simply less interested in our products, as are the young kids with dirt bikes. That's just the start. Learn more about how to address the changing retail environment and what your dealership can do to stay ahead of the game.

■ 1:15 p.m. – 2:00 p.m.

**GOOGLE LOCAL FOR DEALERSHIPS: HOW TO TIP THE ONLINE SALES ADVANTAGE BACK TO YOUR DEALERSHIP**

*Presented by Craig Cervenka*

Just two years ago, the industry was introduced to a new Google directive to help local businesses sell products based on nearby inventory availability. Forward two years, and Google is now ready to work with powersports dealers! Industry digital technologist Craig Cervenka shows examples of dealers leveraging this new Google ad format that finally helps tip the online sales advantage back to dealers and shows you the steps needed to do it at your dealership.

■ 2:20 p.m. – 3:40 p.m.

**SELLING TO GEN Y AND BOOMERS: TWO DISTINCT APPROACHES WITH TIPS AND TACTICS FOR BOTH**

*Presented by Sharron Cunningham*

This session will explore the different sales approach, product presentation, upsell and closing techniques needed to turn Gen Yers and baby boomers into your customers. If you're not currently using different sales techniques for the different generations, you will want to start when you leave this session.



**TRACK SPEAKERS**



Craig Cervenka



Sharron Cunningham



Sam Dantzer



Jim Jabaay



Dan Mahan



Rich Moore

THURSDAY, OCTOBER 13

ROOM N220AB

▶ 11 a.m. – 12:15 p.m.

## Powersports Dealer Seminars - Kick Off Session

### CHAMPIONSHIP RETAIL MENTALITY: LIFE AND DEATH SELLING

*Presented by Frank Esposito*

Industry executive Frank Esposito's presentation follows several key retail sales moments that have literally determined life or death. He shares stories of how, based on a retail relationship, he saved a life. But the impact of the retail experience gets even more intriguing, when, later in Frank's life, someone saved his own life. Make every one of your sales moments unique — it could be more impactful than you think.

■ 1 p.m. – 2:15 p.m.

### DIVIDE AND CONQUER

*Presented by Steve Jones*

Maximize your profits and stabilize your dealership with effective profit center management techniques. Establishing separate business units helps you find and address underperforming areas of your operation and holds managers accountable. In this session, learn how to create, track and measure the five key profit centers in your store, and see benchmarks for each profit center.

■ 2:35 p.m. – 3:50 p.m.

### IS YOUR DEALERSHIP DYING A SLOW MERCHANTISING DEATH?

*Presented by Jennifer Robison*

Did you forget that when customers walk into your dealership they want to be reminded that they're there for one reason — fun? This seminar from the industry's leading merchandising specialist will provide you with 10 instant and cost-effective tips to increase the retail "fun factor." Keeping customers engaged and providing them reasons to stay in your dealership is paramount to the store's success. Learn about what works and, equally important, what doesn't.

■ 4:10 p.m. – 5:15 p.m.

### UNDERSTANDING THE OWNER AND MANAGER ROLES

*Presented by Steve Jones*

Is entrepreneurial management stifling your dealership's growth? Do you recognize the importance of the job descriptions for your dealership's owner and general manager? This session will help guide both owners and GMs through roles that are meant to drive maximum performance and profitability.

FRIDAY, OCTOBER 14

ROOM N220AB

■ 10 a.m. – Noon

### INCREASE PROFITS, PERFORMANCE AND CSI SCORES WITH THE PROPER PRESENTATION

*Presented by Rob Greenwald*

Value is created by man! People buy value! This session will show you how to increase upsells, closing ratios and more through proper presentation and interaction with customers in sales, service, financing and accessories.

■ 1:15 p.m. – 2:00 p.m.

### MOBILE MARKETING SOLUTIONS FOR EVERY DEALERSHIP DEPARTMENT

*Presented by Ron Cariker and Samantha Scott*

Your customers expect real-time communication with your dealership, and this session will share effective mobile market strategies to do so. Mobile solutions for service, parts and accessories, sales and marketing will be featured and will allow dealers to better understand the growing importance of mobile.

■ 2:20 p.m. – 3:40 p.m.

### PERFORMANCE F&I STRATEGIES FOR GEN Y AND BEYOND

*Presented by Rob Greenwald*

Times are changing. Are you evolving with them? Learn effective F&I sales techniques, structures, strategies and more. Topics will include relationship selling, ways to increase performance, psychology and presentation, all with the idea of growing the contributions of your dealership's F&I department.

▶ 4 p.m. – 5:15 p.m.

## Powersports Dealer Seminars - Wrapup Session

### STATE OF THE INDUSTRY ROUNDTABLE

*Hosted by Dave McMahon*

Back for the fourth year, the annual State of the Industry Roundtable is the ideal way to spend the final moments of the AIMExpo Dealer Days. *Powersports Business* editor in chief Dave McMahon will be joined by a host of industry experts. We'll take a look at a range of industry topics, including retail sales data, F&I, dealership challenges, the pre-owned market and more.

## TRACK SPEAKERS



Ron Cariker



Rob Greenwald



Steve Jones



Jennifer Robison



Samantha Scott

THURSDAY, OCTOBER 13

ROOM N210DE

■ 1 p.m. – 2:15 p.m.

## DRIVING PROFITABILITY IN YOUR SERVICE DEPARTMENT

*Presented by John Spader*

This session will cover key factors in managing the profitability of your service department. It will include a handout packet with information and a set of key ratios to analyze your own service department. Key learning points include: how to set your labor rate; baseline efficiency measurement; ratios for personnel and other expenses; variables to manage for increased service efficiency; how to increase service profitability; and how to set annual and monthly goals for the service department as well as individual technicians.

■ 2:35 p.m. – 3:50 p.m.

## OVERCOMING THE SERVICE APPOINTMENT CONUNDRUM

*Presented by Robert Grant*

How often are customers being turned away or going down the street because your service department runs on a first-come, first-serve basis? How often do you take appointments, and the work isn't completed in a timely manner? We will review the key reasons that service departments do not schedule service appointments and present a tiered plan to implement service appointments in your shop. We will review the benefits, including increased shop productivity, profits and CSI.

■ 4:10 p.m. – 5:15 p.m.

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FRIDAY, OCTOBER 14

ROOM N210DE

■ 10 a.m. – Noon

## WE USED TO DO THAT! — THE SEQUEL

*Presented by Mark Mooney*

Remember when your dealership abided by policies, procedures and processes in each department because if you didn't follow those rules, the department would suffer? If you've let some of those standards slide by during the past few years, it's time to find out how much it's costing you and more importantly, what you can do to get each department in your dealership back on track.

■ 1:15 p.m. – 2:00 p.m.

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## TRACK SPEAKERS



Robert Grant



Mark Mooney



John Spader



THURSDAY, OCTOBER 13

ROOM N210BC

■ 1 p.m. – 2:15 p.m.

**THE PERFORMANCE EQUATION, C+S=I**

*Presented by Mark Mooney*

This seminar will focus on the processes and attitudes that create a superior customer service experience. It's meant to not only lead to excellence in CSI ratings, but also in strengthened and higher unit sales volume and better customer retention and referrals. Learn how the equation also leads to increased revenue streams and profitability.



■ 2:35 p.m. – 3:50 p.m.

**THE 4 SOLUTIONS TO BE THE LEADER YOUR DEALERSHIP NEEDS**

*Presented by David Spader*

Knowing your role in business is absolutely critical. As the dealership's owner or general manager, how much time should you spend working "on the business" versus "in the business?" How should your job evolve as your dealership grows or market conditions change? This in-depth session will help you answer these key questions. Learn the four types of solutions to address any issue and assess your dealership's performance in four key areas.

■ 4:10 p.m. – 5:15 p.m.

**THE PERFORMANCE EQUATION, C+S=I**

*Presented by Mark Mooney*

This seminar will focus on the processes and attitudes that create a superior customer service experience. It's meant to not only lead to excellence in CSI ratings, but also in strengthened and higher unit sales volume and better customer retention and referrals. Learn how the equation also leads to increased revenue in F&I, PG&A and service, while increasing profitability.

FRIDAY, OCTOBER 14

ROOM N210BC

■ 10 a.m. – Noon

**(RE)BUILDING CULTURE: CREATING AN ENVIRONMENT OF HIGH PERFORMANCE**

*Presented by David Spader*

A strong culture can add 20-30 percent to the bottom line of most businesses. Yet, while most leaders advocate the importance of culture, they don't really understand how to manage it. This session will provide you with the foundation you need to start managing your culture. Topics covered will include: the three components of culture; how to measure your dealership's culture; top 10 most common mistakes; and more.

■ 1:15 p.m. – 2:00 p.m.

**THE DEALERSHIP I OWNED JUST WENT OUT OF BUSINESS, AND HERE'S WHY**

*Presented by Tim Woodsome*

Former Missouri dealership owner Tim Woodsome will discuss the factors that affect the traditional dealership business model, wherein entrepreneurs with a passion for product, like motorcycle dealers, who tend to be enthusiasts of the sport themselves, are being replaced by corporate models that are unit and shareholder driven. Ignoring market trends can ruin your business and destroy your ability to recover. It happened to Tim, and he is offering his insights, so it won't happen to you.

■ 2:20 p.m. – 3:40 p.m.

**THE 4 SOLUTIONS TO BE THE LEADER YOUR DEALERSHIP NEEDS**

*Presented by David Spader*

Knowing your role in business is absolutely critical. As the dealership's owner or general manager, how much time should you spend working "on the business" versus "in the business?" How should your job evolve as your dealership grows or market conditions change? This in-depth session will help you answer these key questions. Learn the four types of solutions to address any issue and assess your dealership's performance in four key areas.

TRACK SPEAKERS



Frank Esposito



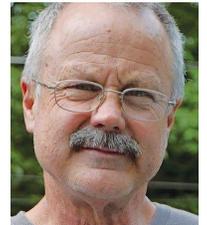
Dave McMahon



Mark Mooney



David Spader



Tim Woodsome

THURSDAY, OCTOBER 13

ROOM N210A

■ 1 p.m. – 2:15 p.m.

## SYSTEMS FOR SUCCESS

*Presented by Steve Barker*

Running a profitable service department requires more than simply hiring a certified technician and having the right tools. Having quick access to the right data, such as parts prices, OEM to aftermarket cross reference information to find alternate sources for parts, warehouse availability and flat rate labor times, will dramatically reduce the time you spend doing paperwork. Time is money. Learn how to create accurate service estimates in just minutes. Learn how you can make your service department more profitable by increasing the efficiency and utilization rate of your technicians, get the job done quickly and increase customer retention. Learn how to overcome the challenges facing the V-twin dealer in today's marketplace.

■ 2:35 p.m. – 3:50 p.m.

## EASY, LOW-COST MARKETING TIPS FOR YOUR BUSINESS

*Presented by Deb Galletti*

If society had the social power to turn one cup of coffee into a billion dollar business while at the same time elevating a consumer's social status that drank the coffee, then the same can happen for your business. If a video of an everyday occurrence can go viral, then the same can happen for your business. It's time to get noticed and unleash the social power of your business. Marketing efforts should no longer be the responsibility of just one position at any business but instead should include all staff members. Outside business relationships and vendors should engage on many levels as well. In this session, we'll provide you with creative ideas to help stimulate the social power of your business.

■ 4:10 p.m. – 5:15 p.m.

## PROTECT YOUR PRODUCTS AND PRODUCT DESIGNS

*Presented by Earl LeVere*

Protecting your innovations is critical to the continued success and recognition of your company and its products within the industry. In this seminar, T. Earl LeVere, Esq., will review several options for protecting your products and product designs under state and federal law. These options include obtaining federal utility patents and design patents, as well as employing various trade secret protocols. Earl will also address some general options for federal and state trade dress protection for your unique motorcycle products. Earl is a licensed attorney with over 20 years of experience. He has dedicated a tremendous amount of his practice to the powersports and racing industries and represents many of the biggest names in custom motorcycles.

FRIDAY, OCTOBER 14

ROOM N210A

■ 10 a.m. – Noon

## PASSION REQUIRED

*Presented by Bob Kay*

Passion is used by many to describe their relationship with their motorcycle. In this presentation we will discuss: Is the motorcycle industry the right fit for you; can you mix your hobby and your career; where do you fit in the motorcycle industry; is there a career path in the motorcycle industry; what does dedicated mean. We will consider seasonal variances, explosive spring starts, bad weather influences, strong economic swings and all the other variables that challenge the predictability of the motorcycle industry. We will talk about conforming your love of motorcycles, the riding, the camaraderie and the adventures into a profitable livelihood. We will discuss long-term pathways to success in the industry.

■ 1:15 p.m. – 2:00 p.m.

## COMMUNITY REWARDS

*Presented by Tim Harney*

This session is geared to stimulate your local motorcycle economy using very basic tools. Commerce comes from community, and your local community can be further developed from easy activities that warrant your participation. We exist only in a bull market and need to support each other to survive. Learn how to take your business to the next level by engaging your community.

■ 2:20 p.m. – 3:40 p.m.

## WITH SERVICE, THE MONEY'S IN THE MINUTES

*Presented by Galen Royer*

Saying "the money is in the minutes" is like telling you that "there's gold in them thar hills." Everyone knows that. The challenge is finding and recovering every nugget. In this session we will focus on proven best practices and techniques that can be employed to answer such questions as: Is your service operation returning as much revenue as you think it should; what is the potential revenue of your service operation; where are those missing nuggets, and how can you recover them; how can you avoid "analysis paralysis;" how does any of this benefit your customers. We will identify the hard truths of running a very efficient and profitable service shop while still increasing customer satisfaction and loyalty. We will examine the pros and cons of time tracking systems, so you can design a process that best suits your vision for your shop.

## TRACK SPEAKERS



Steve Barker



Deb Galletti



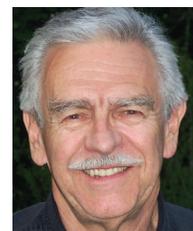
Tim Harney



Bob Kay



Earl LeVere



Galen Royer

# 2016 POWERSPORTS DEALER SEMINARS PRESENTER BIOS



**STEVE BARKER**  
*VP of Sales, MIC Systems & Software*

Steve has been actively working with independent and franchised powersports dealers for more than 30 years, helping implement business solutions to automate their parts and service departments.

Steve started his career at MIC Systems in 1984 and has set up over 1,000 dealerships, educating them on how gain control of their parts inventory and increase profits in their service departments. Steve worked directly with

Kawasaki Motor Corp. from 2012-15, automating the OEM's service department, and BRP, implementing software in its Palm Bay, Fla., parts distribution warehouse.

Steve also worked directly with HLSM electronic parts finder and Service Manager Pro flat rate labor guides to introduce exciting new software tools that have been specifically developed for the V-twin industry to save time and increase profits.

Steve is presenting at the Powersports DEALER Seminars @ AIMExpo for the second time.



**RON CARIKER**  
*Owner, 7 Media Group*

Ron is owner/president of 7 Media Group, a mobile marketing firm in the powersports industry. With more than 15 years of experience in both traditional and non-traditional advertising and marketing, Ron has blended his strengths to help clients integrate successful mobile strategies into their current, traditional marketing plans. Through innovation, creativity, commitment and superior customer service, 7 Media Group has provided a mobile

marketing strategy to more than 50 powersports dealers across the U.S. throughout the past five years.



**CRAIG CERVENKA**  
*Ecommerce and Digital Marketing Trainer, Etail Technology Consulting*

Craig is known throughout the industry as an expert on product content, e-commerce and search. His current retail, e-commerce and digital marketing consulting work for clients includes: e-commerce, SEO, CRM, omni-channel shopping, Google and Bing shopping feeds, local product listing ads (Google) and more. He has previous experience at Edgenet and PowerSports Network.

He is presenting at the Powersports DEALER Seminars @ AIMExpo for the third time.



**SHARRON CUNNINGHAM**  
*Principal, Powersports in Motion*

Sharon is a professional consultant and motivational speaker, working primarily with powersports and automotive dealers. Her areas of expertise include: increasing revenue, best practices, selling lifestyle and adventure, tracking customer service and customer satisfaction, upselling and communication.



**SAM DANTZLER**  
*President, Sam's Powersports Garage, Garage Composites*

Sam was the kid who grew up down the road from you who was never allowed to sit on a motorcycle. It was an image thing, not a safety thing, so motorcycles and tattoos were forbidden. So, he'd hide issues of *Cycle World* under his mattress for late-night perusing. Taking off to college in the late '80s, he had secured both a motorcycle and a tattoo by the end of his first day on campus. That's where

it started, and he's currently on motorcycle number 58.

Sam began working in retail at a sporting goods store as a kid, selling motorcycles in college, and eventually found his way into a job as a retail sales trainer. He found out about LEMCO (Ed Lemco's company) in 1999, and Ed brought

him on in 2000. Sam became the director of training for Lemco in 2003, running the nine-month long Management Development Programs. With financing support from Mark Tkach and Bill Coulter (RideNow), the three bought the company from Ed in 2005 and named Sam as the new CEO. The name changed one year later to RPM Group (named after one of the training modules, Retail Powersports Management). Sam made an attempt to form alliances with OEMs, a constant source of friction for many dealers.

While RPMG continued to add new members, Sam created an exclusive program with Michael Lock and Ducati. This was the first genuine attempt he had seen of an OEM truly wanting to help its dealer base through private 20-Club groups. Assurant then purchased RPMG in 2007 in an attempt to launch their products through RPMG venues.

When Assurant exited the 20-Club business in 2009, leaving Sam a free agent, he decided it was a good opportunity to go independent. Since that time, he's done work with Triumph, Harley-Davidson, Arctic Cat and Polaris, as well as hundreds of independent dealers. Sam started to work on the creation of, and then launched, Sam's Powersports Garage in 2012. Sam "fuels" the site with his experience in the powersports industry and content from the 20-Clubs he currently moderates.

Last year, Sam took another step forward with the launch of Garage Composites, an intensive, year-long sales and management training initiative for dealership personnel.

Sam has been a columnist for Powersports Business since 2012 and is presenting at the Powersports DEALER Seminars @ AIMExpo for the fourth time.



**FRANK ESPOSITO**  
*Vice President of Sales & Marketing, Scorpion Sports Inc.*

Frank brings a wealth of experience, including being the No. 1 sales rep for nine of his 12 years in the position at Tucker Rocky Distributing. He went on to become president and COO of Tucker Rocky, before advancing to positions at Custom Chrome and Kendon Industries. Frank is an accomplished motorcycle industry leader whose diligence, integrity and innovations have produced a remarkable track record of results in business

development, industry relationships, performance management, brand creation and dealer development. He also serves as a motivational speaker.



**DEB GALLETI**  
*Owner, Media Design Shop*

Formerly the owner of Born to Ride, Deb's company is a media and marketing partner to small businesses. Among the company's offerings are graphic design work for logos, marketing materials, advertisements, websites and social media marketing.



**ROBERT GRANT**  
*Business Development Specialist, CDK Global Recreation*

Robert has more than 18 years of powersports, marine and RV industry experience. He has managed the parts and service departments at local dealerships in Salt Lake City, while attending the University of Utah, where he received a B.A. in finance. He has been employed by CDK Global Recreation for over 15 years.

During this time he has worked in various roles including customer support, training, implementation, quality assurance, product management and business development.

He contributes regularly providing articles for the company's blog, providing ways for dealers to better their processes and increase revenue. When not helping dealers find ways to make more money, he enjoys home renovation, outdoor activities, including motorcycle and ATV riding, and wrenching on his various project vehicles.

Even with all of this, he finds a way to carve a little time out for basketball and time with his wife and three kids (not necessarily in that order!).

Robert is presenting at the Powersports DEALER Seminars @ AIMExpo for the second time.

# 2016 POWERSPORTS DEALER SEMINARS PRESENTER BIOS



**ROB GREENWALD**  
*President, PowerSport Solution*

Rob first started in sales and F&I in 1989. He worked as a director and record-breaking F&I producer (4.5-year 90 percent VSC average). He's a cum laude graduate from Tulane University with degrees in business/entrepreneurial management and behavioral psychology, which underlies the core of his training and systems he teaches to dealers.

One of the first dedicated F&I consultants in powersports, he started teaching powersports F&I in 1994. A big caveat to his company, PowerSport Solution, is that he only works within the powersports industry and is not an auto consultant masquerading in our industry.

His passion for powersports is the real drive in the success he mutually achieves with his clients, as Rob lives the lifestyle everyday. He is a 9-time national champion professional PWC racer for Factory Yamaha, and he was also an accomplished road racer and rode motocross bikes since a very early age. He understands our customer because he is our customer.

PowerSport Solution employees are only successful powersports professionals with extensive retail experience who can help elevate a dealer both through teaching and hands on demonstration. As Rob likes to say, "We walk the walk!"

Rob has worked with OEMs, product companies and extensively at the dealer level. He has worked with several aftermarket companies and developed and innovated F&I products for powersports that cater to the powersports enthusiast. PowerSport Solution works predominately in F&I and sales and hosts schools held in the Atlanta area. The company also does on-site in-house training and development and takes great pride in providing dealers with top-notch finance and insurance products and programs from several of the top providers in powersports. Rob offers unmatched training based on his own psychologically-driven approaches and selling methods that have propelled many dealerships to the lead spot of their dealer 20 groups through the years. It's all about passion, powersports and profitability for the companies that partner with the PowerSport Solution. Rob is presenting at the Powersports DEALER Seminars @ AIMExpo for the second time.



**TIM HARNEY**  
*Principal, Tim Harney Motorcycles*

Tim proclaims that he is not an expert and is not a mechanic, but rather is a product designer who has tried enough bad ways to make a motorcycle that he finds they're starting to get better. He's traditionally trained in industrial design and has worked at several different architecture, furniture and lighting design firms. He's had an unquenched thirst for two wheels since he started racing bicycles at a young age. Surrounded by tools that

allow him to make a living and a brain that runs a mile a minute, he is truly grateful for all of his motorcycle project work.



**JIM JABAAY**  
*Vice President of Sales & Marketing, LotVantage*

Jim leads the local, national and social advertising marketing efforts for automotive, powersports, marine, RV and OPE dealerships in his current position. He has also has experience at Dealertrack and Manheim.



**STEVE JONES**  
*Senior Projects Manager, Gart Sutton & Associates*

Steve has been in the powersports industry for nearly 40 years. An avid rider, he raced motorcycles for many years. Steve has worked as a technician, service manager, parts manager and sales manager. He spent more than 20 years with major powersports manufacturers as a field service advisor and as a DSM. Since 2003, Steve has been a consultant, instructional designer, GM and projects manager for Gart Sutton & Associates.

He has helped develop training solutions for many major manufacturers and conducted numerous dealership on-site consulting sessions. An experienced facilitator, he has spoken on topics such as sales management, parts department

management and service department management.

Steve is a columnist for *Powersports Business* and is presenting at the Powersports DEALER Seminars @ AIMExpo for the fourth time.



**EARL LEVERE**  
*Partner, Ice Miller LLP*

Earl focuses his practice on intellectual property and information technology issues related to patents, copyrights, trademarks, life sciences, computers, internet, ecommerce and entertainment. Earl has appeared in more than 75 intellectual property litigation matters in federal district and appellate courts throughout the country, has helped clients establish internal procedures to protect proprietary information and has drafted I.P. license and assignment agreements and agreements for the joint

development and use of intellectual property. Earl received his Bachelor of Arts degrees from Capital University, summa cum laude, in 1990, and his juris doctorate, with honors, from the Ohio State University Moritz College of Law in 1994. While at Ohio State, Earl was staff editor and managing editor of the *Ohio State University Law Journal* and a member of the Moot Court Governing Board and National Moot Court Team.



**BOB KAY**  
*V-Twin Director, MIC Events & AIMExpo*

Bob has been involved in the motorcycle industry for over four decades. He offers a wide range of management and training skills specializing in the areas of publicity, event management, dealer development, distribution, inventory management, sales and marketing. He has been recognized for his product and apparel designs and more recently for his work with custom bike shows, expanding the presence of custom motorcycles and their builders.

His peers in the motorcycle industry have acknowledged his reputation and integrity with an Aftermarket Achievement Award and a Lifetime Achievement Award.

Bob was vice president and co-owner of NEMPCO, then upon its sale became vice president and general manager of the Biker's Choice division of Tucker Rocky Distributing.

He began his industry career as parts clerk at Bettencourt Honda.

Bob is presenting at the Powersports DEALER Seminars @ AIMExpo for the second time.



**DAN MAHAN**  
*Sales Manager, Motoprime Motorsports*

Dan has nearly 15 years experience as dealership sales manager first in automotive dealerships, then at Marquette Powersports in Michigan and currently at Motoprime in Minnesota. He has an exceptional record of success, directing business operations for large dealerships and retail locations. He also has a consistent history of increasing sales, profitability and customer satisfaction.



**DAVE MCMAHON**  
*Editor in Chief, Powersports Business*

Dave McMahon joined *Powersports Business* as senior editor in 2011 and was named editor in chief in 2012. He manages and facilitates the training session speakers for the Powersports DEALER Seminars, as well editorial content for the PSB media platforms, including the magazine, website, e-newsletters and webinars. In 2016, *Powersports Business* was recognized as a Final 4 candidate for the 62nd annual Jesse H. Neal Award, the

most prestigious honor in the field of specialized journalism, in the category of Best Media Brand (Overall Editorial Excellence).

Dave is presenting at the Powersports DEALER Seminars @ AIMExpo for the fourth time.

**MARK MOONEY**

*President, Mark Mooney Powersports Consulting*

With a desire to teach and mentor, Mark entered college as an art major to seek a teaching degree. Little did he know that what he would eventually be teaching would change when he was offered work at a local motorcycle dealership.

"From the first time I walked into a motorcycle dealership, I knew I was going to own my own dealership," Mark recalled. "The smell of a dealership, the people and the motorized acceleration of two wheels was intoxicating."

The one thing that did not change was his desire to teach and mentor others to exceed their own expectations.

Experience came one department at a time. Before long, Mark was managing dealerships, improving bottom lines and finally owning his own multi-line metric dealership. There's not much that has happened to you that hasn't happened to Mark. He's walked in your shoes; he knows the grind, and nobody understands that like somebody's who's lived it and done it.

Mark is a 36-year veteran of the powersports industry. Mark has partnered with many of the major OEMs to provide dealership consultation and sales training for their dealer bodies. He has delivered keynote speeches to OEMs, taught numerous classes on dealership management and trained sales teams throughout the U.S. After beginning as a blogger for PowersportsBusiness.com, he now contributes a column to the magazine.

Mark is also an accomplished singer-songwriter and acoustic guitarist, and hosts a weekly radio program on KPIG in Freedom, Calif. Mark lives in Santa Cruz, Calif., with his wife, four children and five cats.

Mark is presenting at the Powersports DEALER Seminars @ AIMExpo for the fourth time.

**RICH MOORE**

*Director of Sales Training, Protective Asset Protection*

Rich brings high energy and passion to his training sessions, which focus on F&I and digital marketing. He has provided instruction on F&I to more than 5,000 students per year in leadership skills, motivation and management techniques.

Rich first ventured into the auto industry in 1985 in sales. Since that time, he has held sales and sales management roles in different industries, including

powersports. After several successful years on the sales side, he moved into the training arena and has been both trainer and training management over the years. Rich joined Protective in 2011.

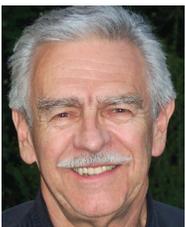
He has been a featured speaker at the Texas Compliance Summit and has previously presented on *Powersports Business* webinars.

**JENNIFER ROBISON**

*National Retail Specialist, Visual Merchandising Coordinator, Tucker Rocky/Biker's Choice*

Jennifer has an admired reputation in powersports as a speaker and a draw for interesting and usable content in the area of merchandising and retailing. She has presented more than two dozen times over a span of more than a dozen years for Tucker Rocky/Biker's Choice dealers across the U.S.

Jennifer is presenting at the Powersports DEALER Seminars @ AIMExpo for the fourth time.

**GALEN ROYER**

*President, Galen Royer Inc.*

Galen is an independent trainer specializing in process development and improvement, team building and personnel performance improvement. He has extensive experience in the motorcycle and automotive industries. He spent 23 years as service training manager of Volvo Cars of North America.

**SAMANTHA SCOTT**

*President & Owner, Pushing the Envelope, LLC*

Samantha is the owner of Pushing the Envelope, LLC, an award-winning marketing communications firm servicing clients locally and nationally since 2006. With a team of five, the firm offers comprehensive public relations services, branding, social media strategy development and management, marketing communications, media relations, event coordination and more.

Active in the community personally, Samantha believes in giving back and has made it a part of the company credo. As a result, the firm actively supports numerous area nonprofits through pro bono services.

The firm has been honored with more than 25 awards for public relations and marketing programs. Samantha has personally been recognized as an outstanding Florida Gulf Coast University alumni, inducted into the Soaring Eagles Society and chosen as a 40 under 40 honoree by *Gulfshore Business Magazine* for her contributions to the Southwest Florida business and community arenas. She was also recognized by *Gulf Coast Business Review's* 40 under 40 awards.

Samantha is a member of the Florida Gulf Coast University Marketing Department Advisory Board, president of the Florida Public Relations Association Southwest Florida Chapter, past president of the American Advertising Federation Southwest Florida chapter, serves on the Digital Design Advisory Board for High Tech North, has served on a number of non-profit boards and is a triathlete in her spare time.

Samantha is presenting at the Powersports DEALER Seminars @ AIMExpo for the third time.

**DAVID SPADER**

*Leadership and Organizational Development Specialist, Spader Business Management*

David, a powersports industry veteran, has 15 years of experience providing a variety of services to dealerships. He specializes in the areas of leadership development, dealership culture and strategic planning. He is the primary instructor for Spader Business Management's growing suite of Leadership Development Programs. In addition, he provides onsite consulting, coaching and strategic services. His other areas of focus include organizational culture initiatives, succession planning, key hire interviewing and assessment and team development.

**JOHN SPADER**

*President, Spader Business Management*

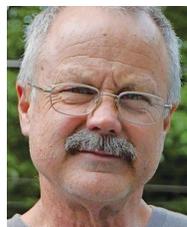
Born and raised in South Dakota, John serves as president of Spader Business Management.

John is one of the primary instructors of the popular Total Management Workshop offered by his company and also presents various other workshops and seminars related to business management. He is the author of articles that have appeared in many industry journals.

John has been invited to speak for groups including Recreation Vehicle Dealers Association of America, Marine Retailers Association of America, North American Equipment Dealers Association, Outdoor Power Equipment Institute and many more.

He has worked closely with individual businesses in a variety of industries located in several countries around the world as a small business management resource provider and Spader 20 Group facilitator. He has also consulted and worked with associations and manufacturers, always with the focus on the privately-owned business whose owners' savings are on the line.

John is presenting at the Powersports DEALER Seminars @ AIMExpo for the second time.

**TIM WOODSOME**

*Former Powersports Dealership Owner*

Over the past decade, the former Cruisin' 66 Motorcycles dealership owner went from being a top 25 unit sales dealer for an OEM to having to close the shop. Tim co-owned the dealership in Springfield, Mo., with his wife Nan. They carried several OEMs over the years and had as many as 15 employees. Tim will emphasize the importance of recognizing market trends, so you don't end up in the same situation.