



September 21, 2008  
Portland, OR

## PROGRAM SCHEDULE:

The MERA-CEA Regional Workshop desk will open at 7:30 a.m.

### Installation Track

8:15 a.m. – Noon Giving Your Installations the Professional Edge: Trim Panel Fabrication 101

### Sales/Business Owners Track

8:15 – 10:00 a.m. Staffing Your Store **JUST ADDED**: Discussion Forum  
10:15 a.m. – Noon Selling You

### Free Lunch

Noon – 1:00 p.m. Lunch

### Manufacturer Product Training

1:00 – 2:00 p.m. MiTek

### Sales/Business Owners/Installation Track

2:30 – 3:30 p.m. Succeeding at OEM Integration  
4:00 – 5:00 p.m. Integration and Equalization for Sound Quality

### Buying Expo

1:00 – 5:00 p.m. Mobile Entertainment Source  
CTB Wireless, Inc.  
PacParts  
\* Check back often for additional participants

## EVENT LOCATION:

Embassy Suites Hotel Portland Airport  
7900 NE 82<sup>nd</sup> Avenue  
Portland, OR 97220

## HOTEL RESERVATIONS:

Embassy Suites Hotel Portland Airport  
7900 NE 82<sup>nd</sup> Avenue  
Portland, OR 97220  
1-503-460-3000

## WORKSHOP DESCRIPTIONS:

### **Staffing Your Store**

#### **Barry Vogel, The Ultimate Edge**

Recruiting staff for your store can be a challenge. Learn who your potential candidates might be how to find them, which will help ensure you find the best possible employees. Barry will offer great tips regarding the investments you need to make in your employees to be certain they stay with you and are not lost to another company.

**JUST ADDED:** A discussion forum which will assist you in dealing with today's market and preparing for the holiday season.

## **Selling You**

### **MiTek**

In this workshop, you will explore strategies for creating an identity that sets your business apart from the competition. Why should a consumer shop with you when they can purchase the same products at hundreds of other places? If you can't answer that question, then you can't expect your customer to make you their first choice for mobile electronics.

## **Giving Your Installations the Professional Edge: Trim Panel Fabrication 101**

### **Chris Yato**

Learn specific covering and seaming techniques that will reduce your upholstery time significantly. Chris will cover in-depth vinyl & suede inlay techniques, vinyl embossing and technical vinyl wrapping. Every technician will see first hand finishing techniques that will take their installations to the next level. Participants will see several demonstrations that will give you key insight for successful trim panel construction.

This training will also focus on surface preparation for vinyl and different glue types. Also included is a comprehensive overview of many OEM fabric and vinyl selections as well as time-saving upholstery tools. All the pieces of the puzzle come together in this "can't miss" training.

The most valuable product that you can provide to your customer is your Custom Labor. So why not put the finishing touch on your work and brand it with your store logo? Brand all of your custom installations and let your competition know who the best. Mobile Solutions has pioneered a process that simple and inexpensive. Transform any picture, paper logo or custom print to a permanent Plexiglas (clear acrylic) visual element. Each participating technician will have the chance to build their own acrylic logo and show their skills. Bring your business cards or store's literature!

## **Succeeding at OEM Integration**

### **Keith Rodts, Pacific Accessory Corporation**

In these challenging times, it is imperative that we capitalize on every customer opportunity. With the decline of head unit and aftermarket add-on sales, it is even more critical that you are aware of the many interface solutions available to you. In this one hour seminar...Keith will teach you how to be armed and ready when the time comes to add on that extra integrated accessory to the vehicle. With the internet being the main source of education of 12 volt electronics it more important then ever to educate yourself and the consumer on the complete line of options for there vehicle; iPod, Video, radio replacement and Bluetooth integration to name a few. Set yourself apart from the competition by enjoying the profitability of OEM integrated products.

## **Integration and Equalization for Sound Quality**

### **AudioControl**

Using active electronics to make factory heads sound as good as aftermarket...if not better!

## **MANUFACTURER PRODUCT TRAINING DESCRIPTIONS:**

### **MiTek**

Discover how Xtant's high-performance mobile audio equipment can set you apart from your competition. And check out what MTX has to offer that can help boost your success and profitability.

## **BUYING EXPO DESCRIPTIONS:**

### **Mobile Entertainment Source**

The Power of a Buying Group and Much More

In today's ultra-competitive marketplace, how can independent dealers hold their own against the competition – delivering the products and services their customers want, in a timely fashion? By joining a buying group, of course. But not just any buying group. Only Mobile Entertainment Source (M.E. Source) offers its members a complete solution for the mobile enhancement industry.

With volume buying, lucrative consumer-finance options, point-of-sale tools and much more...M.E. Source can help your business become the go-to store in your market.

Mobile Entertainment Source is the specialty mobile electronics division of Associated Volume Buyers (AVB) that functions in alliance with the Mobile Enhancement Retailers Association (MERA). Our goal is simple: to further the endeavors of specialty retailers and their supporting manufacturers by creating an environment where all parties achieve greater customer sales and market share. M.E. Source is positioned to become one of the largest mobile Electronics retail networks in the United States.

Come see how the Mobile Entertainment Source can help your business.

### **CTB Wireless, Inc.**

Founded in 1998, CTB Wireless, Inc. is a global leader in the wholesale distribution of cellular phones, accessories and parts. We specialize in original equipment manufacturer (OEM) accessories and parts. CTB Wireless is renowned for providing our valued customers with new, as well as obsolete and hard to find, cellular phones, accessories and parts. Our ability to fulfill the most challenging of requests has created a niche for us in this highly competitive industry. We welcome special order requests. CTB Wireless is an authorized distributor for SmoothTalker and Bury Technologies, worldwide leaders in Bluetooth and install hands free car kits.

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### **PacParts**

PacParts Inc., formerly known as Pacific Coast Parts Distributors, is a consumer electronics parts and accessories distributor for home entertainment, car stereo, iPod accessories, installation tools and more. We are located in Southern California, 12 miles south of downtown Los Angeles and in Portland, Oregon. Since 1984 we have represented such leading manufacturers as Panasonic, Denon, Alpine, Kenwood, Clarion, Technics, Pioneer, Monster Cable, Metra, Axxess, Tsunami, Install Bay, Shuriken and more.

"PacParts, your one stop shop for all your car and home audio/video needs!"

[www.pacparts.com](http://www.pacparts.com)

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