

## MERA KnowledgeFest 2008

### Meet the Presenters

Below is a list of all the instructors presenting at KnowledgeFest along with their biographies and the workshops they will be presenting at.



**Steve Brown**  
**Alpine Electronics of America, Inc.**

Steve Brown is the Product Promotion Manager for Alpine Electronics. His team is in charge of product application, including demonstration vehicles, training, and events. Steve has been working for Alpine for 12 years, and during that time he's built all of Alpine's well-known demo vehicles. Steve's interest in car audio grew from stereo competition in the early 90's, and he is a self-taught installer and fabricator.

**New**

#### Custom Integration Solutions

Learn how to integrate the latest mobile technologies seamlessly into today's vehicles. Steve and Bryan will teach you effective strategies to ensure profitability from your installation work. Learn custom integration techniques to differentiate your work and your shop from the big-box stores and from competing retailers.



**Kris Bulla**  
**Victory Technologies, Inc.**

Kris is the president and COO for Victory Technologies, Inc. He is an MECP Master Installer and is ASE Master certified. He has more than 9 years experience working with large-chain and independent retailers, as well as manufacturers and distributors. His company excels in vehicle information, web fit-guides, Point-of-sale software, and product application and testing expertise.

**New**

#### Installation IQ: Getting the Job Done Right

Test your skills in this workshop that will cover everything from installation standards to cutting-edge tricks of the trade. Kris and Paul will challenge you to adopt the industry's best practices and add to your expert knowledge.

#### Understanding Integration with Automotive Networks Panel Discussion

Networks are prevalent in today's vehicles, and this technology affects sales and installation. Installers need this essential information for OEM integration. Sales people need to demonstrate expertise to the customer. Owners need to understand how the technology will affect business. Join this expert panel for a revealing, informative and relevant discussion.

**Chris Cook**  
**Civita Technologies/Mitek Corporation**

**New**

#### Integration Opportunities for Vehicles

Keep and enhance OEM features by advancing your aftermarket integration skills. The more you know, the more impressed your customers will be as you develop a complete solution for their vehicle personalization.

#### Understanding Integration with Automotive Networks Panel Discussion

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## **Aron Demers**

### **Audiovox Corporation-VP Sales**

Mr. Demers, who has been with Audiovox for over ten years, is responsible for sales and distribution for all categories in the Company's 12-volt sales and distribution group, including Jensen/Phase Linear Mobile, Prestige/Pursuit Security and Remote start systems, XM related products, Audiovox/Advent Mobile Video and Collision Avoidance. In addition, he will manage the Audiovox sales branches as well as the Company's independent representative network nationwide.

#### Total Solutions for Your Customer

Listening, interpreting, guiding and advising...so your customer leaves with more than the widget on his list. Discussion will include the importance of understanding lifestyles and the drive behind a customer's purchase.

## **Joe Dentamaro**

### **Audiovox Electronics Corp-Code Alarm**

#### Remote Start and Security Install Techniques

Attendees will gain a thorough understanding of how to install security and remote start systems into virtually any vehicle. The Audiovox team will also provide a complete overview of vehicle tracking and telematics technology. Additional topics include testing door lock /unlock systems and determining proper transponder interface integration. Attendees will receive valuable handouts and the latest CD-ROM loaded with technical information.



## **Rico Felice**

### **Mobile Dynamics**

Rico's electronics career started in the military with electronics training provided by the Air Force. After leaving the military Rico worked as an installer and sales person at various retail stores. Ultimately Rico joined Arizona based MITEK (MTX, Coustic, Xtant...) where he worked in both sales and marketing. Rico joined Mobile Dynamics in 2004 and Rico is in charge of the development and implementation of all classroom activities.

**New**

#### Acoustics Power Session Part 1: Installation

The first in a series of "Power Sessions," this workshop begins an in-depth focus on sound quality. Discussions will include using acoustical principles to ensure quality sound from the installer's point-of-view.

**New**

#### Care and Feeding of the Manager-Installer Relationship

This workshop will improve all aspects of the manager-installer relationship: providing adequate training, improving communications, building motivation, cultivating apprentices and abandoning old habits.

**New**

#### Acoustics Power Session Part 4: The Wrap-Up Panel Discussion

Concluding the series, this workshop gives ample time for you to ask questions in response to the previous day's Power Session workshops. You know the importance of sound quality, but having a fuller understanding of acoustics makes your team even stronger.

## **Bob Fields**

### **Victory Technologies, Inc.-CEO**

#### MERA Sales & Scheduling – Real Solutions for Retailers

Learn how the QuickBooks-compatible MERA Sales & Scheduling software can help you overcome the complexity of scheduling installs. This program simplifies the creation of work orders, estimates and invoices, as well as processing credit cards, posting payments, and reporting on installer activity.



**Matt Fulton**  
**Breakers Mobile Electronics**

Matthew Fulton is nine year veteran in the mobile audio industry. He received his bachelors in business economics from UC Santa Barbara and is the manger of Breakers Stereo in Oxnard California. Over the years, his experience in marine audio has led him to the sales and installation of audio and video in numerous boats including ski boats, jet boats, sailboats and even powerboats. Matthew's enthusiasm for the industry led him to join MERA where he can share his experience with others and work to improve the market we all depend on.

**New**

Charting a Course for Marine Sales

Do you want to dive into marine, but afraid you'll sink or worse yet hit dry land? This workshop will cast away your fears and help you navigate the muddy waters.

The Art of Advertising

Is your advertising effective in reaching your core customer? Learn the proper ways to advertise and get your message across while viewing examples of the good and the bad.

**Roy Graca**  
**Audiovox Electronics Corp-Code Alarm**

Remote Start and Security Install Techniques

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**Bob Graham**  
**Breakers Stereo**

Bob is the finance director of Breakers Mobile Electronics in Oxnard, CA. He also served on the MERA board of trustees from 1997 through 2000, was the president of the association from 2000 to 2002, served as the immediate past president from 2002 to 2004, and is currently the President. Breakers Stereo began as a CB radio shop in 1977 in Port Hueneme, CA and in 1979, the shop needed larger space and was relocated to Oxnard, CA.

Benefit from Consumer Financing Programs

In this essential workshop, discover how in-store financing creates a loyal customer base. Bob will cover the various approaches, how to get started and how to use consumer financing to keep your customers coming back.

**New**

Shopping for Savings- A Discussion Panel

Expense control can save you thousands of dollars a year. This panel will share tried and trusted methods to skillfully manage your overhead from APR's to zip-ties.

The Art of Advertising

Is your advertising effective in reaching your core customer? Learn the proper ways to advertise and get your message across while viewing examples of the good and the bad.

**Jeri Grant**  
**U.S. Small Business Administration**

Jeri Grant is Lead Business Development Specialist with the U.S. Small Business Administration, Kentucky District Office. Jeri has been with SBA for 24 years. She serves Louisville and western Kentucky in the area of business development. Jeri is also project officer for the Small Business Development Center program in Kentucky and has experience in government contracting, specifically the 8a certification program.

Financing for the Future

Trying to envision how to evolve your business into a “model store” but not sure how to afford it? This workshop will get you steps closer to achieving the goal and introduce the multiple resources available from the SBA.

**Bill Hamze**  
**JL Audio**

School of Sound

This *MERA Essential* will ensure that you continue to be the ultimate resource for great-performing, quality systems. Discussions will include music and its role in making system design choices. Learn the essentials of acoustics, vehicle charging systems, and system tuning techniques. Updated content will include working with digital multimeters and oscilloscopes. This workshop is a “can’t miss” for everyone in the industry. Last year’s installers said, “Very good, we need more of this” and “Awesome knowledge of subject material.”

**New**

Time is Money: Helping Your Customers Understand

Even the big-boxes are starting to recognize the value of charging for labor. Help your customers realize the quality of your installation work. Bill and Steve will show you how to sell the value of the specialist from a labor perspective.



**Steve Jain**  
**JVC Mobile Entertainment**

Steve Jain has worked in the Mobile Electronics Industry for 14 years. He has been MECP Certified and embraces all things car audio. His initial experience consisted of management positions in installation and sales at Independent Specialists and Major National Retailers. After working as a Mid-Atlantic Sales Manager for Directed Electronics and a Mid-Atlantic Sales Rep for Panasonic, he is currently the National Accounts Manager for JVC Mobile Entertainment. Steve also currently holds the National Sales Manager position for TRU Technology. His unique mix of factory direct and retailer/install experience create a dynamic perspective of the industry.

**New**

Retail Revolution

Traditional retail is not dying; it just needs to be reenergized. Become empowered to sell the experience and you will conquer the competition with your unique approach.



**Eddy Kay**  
**The Eddy Kay Group**

Although Eddy Kay spent 15 years as a stand-up comedian and musician, his background in sales is extensive. He worked the retail floor for years before becoming a district manager for an 18-store consumer electronics chain. He was a manufacturer’s rep, working with retailers in Southern California for over four years. He then became VP of sales and marketing for AI & Ed’s Autosound (42 stores) and later the national sales director for Clifford Electronics. When it comes to what is happening on today’s retail floor, Eddy is the expert. In 1995, Eddy started the Eddy Kay Group, a sales and management training firm.

## The 21<sup>st</sup> Century Rep

Reps can no longer simply present their products to retailers and expect to make a sale. Eddy will share the secrets to successful relationship building, ensuring you have accounts to sell in the future.

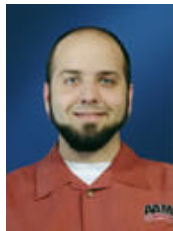
**New**

### Turn Customer Calls into Store Traffic

You walk 50 percent of your customers on the telephone. Discover the skills to turn a ringing phone into a ringing cash register and learn how to turn customer complaints into profits. Eddy adds, "The angrier the customer, the more fun it is to use this technique."

### Overcoming Objections

If you only knew why your customer's were walking away you could fix it. Eddy will teach you how to find out why they are walking away and how to bring them back for the sale.



**Eric LeClerc**  
**Peripheral Electronics**

Eric LeClerc's car audio background consists of years of professional sales and installation experience at Best Buy, Circuit City, and Sound Advice. He began working as a consumer tech support specialist with AAMP of America in early 2004. Eric's passion for mobile electronics landed him a position with AAMP's Research and Development Team in late 2004. As the Senior Research and Development technician, Eric has been on the leading edge of product development and is often seen at Trade shows such as SEMA and CES, as well as numerous MERA training events nationwide over the last two years.

### Getting Your Customer Plugged In Panel Discussion

This is your opportunity to ask the experts' advice for dealing with the challenges of selling your integration skills to the customer.

### **Ray Leake**

#### **Audiovox Corporation/Jensen Audio-VP Mobile Electronics**

Ray Leake is VP Mobile Electronics – Jensen Audio. His responsibilities include managing the product development, marketing and sales activities of the company's 12-volt brands including Audiovox, Jensen and Phase Linear by Jensen. Ray is a 20-year veteran in the consumer electronics industry.

### Total Solutions for Your Customer

Listening, interpreting, guiding and advising...so your customer leaves with more than the widget on his list. Discussion will include the importance of understanding lifestyles and the drive behind a customer's purchase.



**Rick Mathies**  
**MERA, Executive Director**

A 37 year industry veteran, most of which as a mobile electronics retailer in Wichita, KS, currently Executive Director of the Mobile Enhancement Retailers Association, MERA. Rick has been involved with MERA from its inception in 1996. He has worked in the industry in various roles from mass merchants, to specialty retailers and a brief period as a representative. His experience in specialty retailing has been of great benefit in his position with MERA. Rick believes strongly in the specialty channel of distribution and is passionate about MERA's ability to serve the industry.

**New**

### Shopping for Savings- A Discussion Panel

Expense control can save you thousands of dollars a year. This panel will share tried and trusted methods to skillfully manage your overhead from APR's to zip-ties.

**New**

### MERA Sales & Scheduling – Real Solutions for Retailers

Learn how the QuickBooks-compatible MERA Sales & Scheduling software can help you overcome the complexity of scheduling installs. This program simplifies the creation of work orders, estimates and invoices, as well as processing credit cards, posting payments, and reporting on installer activity.



**Mark Miller**  
**Westminster Speed & Sound**

Mark is a retail veteran with over 18 years' experience. He is the owner of Westminster Speed & Sound. The store is a full-line performance and mobile electronics retailer and has received awards from *Baltimore* magazine and *Mobile Electronics Retailer*. He has also served on MERA's board of trustees and is currently MERA's Secretary/Treasurer. Mark is also SEMA's New Product Awards head judge for mobile electronics.

**New**

Shopping for Savings- A Discussion Panel

Expense control can save you thousands of dollars a year. This panel will share tried and trusted methods to skillfully manage your overhead from APR's to zip-ties.

**Marcel Newell**  
**AVIDWORX**

**New**

Displays by AVIDWORX

Think you have some unique challenges in the flexibility of your retail space? Take this opportunity to explore a variety of display and merchandising solutions for any size retailer. AVIDWORX, a preferred vendor of Mobile Entertainment Source, will show how participation in MERA's buying group will result in the ideal shopping experience for your customers.



**Ben Newhall**  
**Polk Audio, U.S. Sales Manager**

Ben Newhall has served as the U.S. National Sales Manager for home and car audio products since October of 2003 and has been employed by Polk in numerous sales capacities since 1983. With extensive experience in sales management, training, and customer relations, Mr. Newhall leads a sales team that is passionate about what they do and is dedicated to exceeding customer expectations. Prior to joining Polk, Mr.

Newhall served in retail sales and management roles at Audio Krafters of Maryland and studied music and business at East Carolina and Virginia Tech Universities.

**New**

Acoustics Power Session Part 2: Sales

The second in a series of "Power Sessions," this workshop builds on Part 1, focusing on sound quality from the sales perspective. Attendees will walk away knowing how to make the customer appreciate the importance of quality acoustics.

**New**

Acoustics Power Session Part 4: The Wrap-Up

Concluding the series, this workshop gives ample time for you to ask questions in response to the previous day's Power Session workshops. You know the importance of sound quality, but having a fuller understanding of acoustics makes your team even stronger.

**Michel Odle**  
**Fujitsu Ten Corporation, Vice President**

**New**

Premium Products in a Mass Market

Why would consumers choose a Rolex when a Timex ticks the same? Learn why a demand exists for extravagant products when less expensive alternatives are widely available and turn this knowledge into more profits.



**Jeff O'Heir**  
**Dealerscope**

Jeff O'Heir, Editor in Chief of Dealerscope magazine and [www.dealerscope](http://www.dealerscope) online, is an award-winning editor, journalist and public speaker with more than 20 years of experience in all aspects of media. Prior to Dealerscope, O'Heir was editor of CMP Media's Digital Connect magazine, which won American Business Media's 2006 Jesse H. Neal National Business Journalism Award for one of the top three best start-up magazines in the country and the American Society of Business Publication Editors Gold Award for the best new business magazine in 2005. Before beginning his 11-year career at CMP Media, O'Heir was a crime reporter and columnist at the Staten Island Advance.

**New**

Shopping for Savings-Panel Discussion

Expense control can put thousands back in YOUR pocket. This panel will discuss how to monitor your utilities, phone service, payroll service, bank rate/charges, store materials, shop supplies and more in order to save you the most.

**Sondralee Oregia**  
**Custom Audio**

Adaptable Sales Techniques

Do you feel more comfortable with one type of customer over another? Break out of your comfort zone and learn how to adapt your technique to maximize your selling potential.



**Paul Pirro**  
**Victory Technologies**

Paul has been in the industry for over 18 years. He started in the install bay and swiftly moved through sales, joined management, became a co-owner, worked for a distributor/manufacturer, and is a business coach. He joined Victory Technologies in 2007 as Vice President of Sales & Marketing. In addition, Pirro was a judge for NACA, IASCA, USAC, and Whitlee competition organizations. Not only did Paul judge, but he competed in several levels of IASCA and won the Spring Break Nationals several times. In his spare time Paul is a volunteer Firefighter, volunteer for the American Cancer Society, Likes to travel & spend time with his family, Loves riding motocross, jet skis, racing & building cars, playing his drums, visiting museums, going to the movies, etc.

**New**

Installation IQ: Getting the Job Done Right Test your skills in this workshop that will cover everything from installation standards to cutting-edge tricks of the trade. Kris and Paul will challenge you to adopt the industry's best practices and add to your expert knowledge.



**Penny Reynolds**  
**Directional Insight International**

Penny Reynolds is the founder and President of Texas-based Directional Insight International, Inc. (DII), publisher of the widely used NSight© Aptitude/Personality Questionnaire and the NSight© Positive Impressions Questionnaire. As a Human Factors Consultant and Coach, she can provide the necessary tools to help you enhance your abilities to spot motivated prospective workers. Her expertise also extends itself to assisting business owners in developing application and interviewing processes that help you gain the information you need. Additionally, you can benefit from her advice and experience regarding how to offer feedback and coaching to employees to keep them motivated. For over twenty-five years, she has been actively involved in multiple facets of the assessment industry; including conducting seminars, writing manuals and providing individualized consulting for a variety of businesses. Many corporations benefit from her expertise as she assists them in hiring, training, retaining and promoting a competent work force.

**New**

Staffing: Sifting through the Stack

Penny will give you the skills to recruit and retain staff that care as much about the business as you do. Techniques will include application selection, effective interviewing, and pre-employment assessment.



**Ross Rubin**  
**NPD, Director of Industry Analysis**

With over fifteen years analyzing and writing about the technology industry, Ross leads The NPD Group's coverage of consumer electronics with an emphasis on connected intelligent devices and convergence. CNN has called him "a top adviser to the leading technology companies."

Prior to NPD, Ross was a vice president and chief research fellow at Jupiter Media Metrix, where he founded and managed research services focusing on PCs and peripherals, smart devices, wireless, broadband, and video games and created the firm's major analyst report structure. Previously, he was an IT analyst in the advanced

technologies group at Salomon Brothers, where he led a team developing the company's first extranet application, and at McKinsey & Company, where he devised strategies for improving electronic communications and workflow.

Ross has been a featured speaker at many conferences, including CES (for which he serves on the media advisory board), CTIA, and E3, and has been quoted in dozens of media outlets, including ABC News, Bloomberg TV, CNN, *The Wall Street Journal*, *Time*, *Forbes* and *Business Week*. Ross has written or contributed to 11 books and more than 250 articles for trade publications. He currently writes monthly columns for ABCNews.com and LAPTOP as well as a weekly column for Engadget. In 2003, he served as founding editor of Ziff Davis's Wireless Supersite, now part of eWEEK, where he wrote a twice-weekly column.

**New**

How Pie-charts and Percentages Better Your Business

Research and sales data can be overwhelming. Understand the relevance of mobile electronics sales statistics and how to turn that knowledge into more profit for your business.



**Bryan Schmitt**  
**Mobile Solutions**

Bryan is the owner of Mobile Solutions USA. He has over 18 years of experience in Management, Technical training, and Fabrication of world class demonstration vehicles and holds a MECF Master Installer certification. Bryan has designed and constructed Award Winning Audio Systems that have brought him Worldwide Recognition in the industry as one of the Leaders in Design and Fabrication. Bryan has also served as a Professional Technical Speaker and Trainer for both the

Domestic and International Markets, and has contributed 12 years of Informative and Innovative Seminars in over 32 different Countries. His seminars Specialize in Time Saving Installation Techniques that have been adopted around the world.

**New**

Custom Integration Solutions

Learn how to integrate the latest mobile technologies seamlessly into today's vehicles. Steve and Bryan will teach you effective strategies to ensure profitability from your installation work. Learn custom integration techniques to differentiate your work and your shop from the big-box stores and from competing retailers.



**Vicky Scrivner**  
**Santa Fe Auto Sound**

Vicky is the owner of Santa Fe Auto Sound in Overland Park, KS. She has over 25 years experience in the mobile enhancement industry. Vicky is a founding member of MERA and was MERA's first female president. She currently serves as the Past President/Liaison for MERA, co-coordinating relationships with other groups and associations.

**New** Shopping for Savings- A Discussion Panel

Expense control can save you thousands of dollars a year. This panel will share tried and trusted methods to skillfully manage your overhead from APR's to zip-ties.

**New** Cash Flow Management: How to Have Money When the Bills Come Due

Stop from losing profit on stale inventory. Beginning with a review of the popular "Sell It - Don't Sit on It" workshop, Vicky will expand your MERA know-how with cash flow techniques that keep the cash flowing.



**Tom Shay**  
**Tom Shay, Profits+Plus Seminars**

Tom is a fourth-generation merchant with over 25 years of ownership and management experience. He provides retailers with the "nuts and bolts" necessary to improve the operation and profitability of their business. Tom, who operates Profits+Plus Seminars, has authored *EZ Cashflow* that teaches how to accurately forecast your next 12 financial sheets, and a series of management tip books beginning with *100 Profits Plus Ideas for Power Promoting* and *100 Profits Plus Ideas for Power Managing*. Additionally he has contributed his proven business-building ideas through articles to more than 60 trade publications and earned the distinction of Certified Speaking Professional (CSP) from the National Speakers Association.

The Specialist Advantage

In order to get customers to do business with you, you have to understand *why* your customers do business with you. In this essential workshop, Tom will help you acquire this knowledge and show you why a good salesperson is one that speaks less than his customers, but in the process discovers their specific wants and needs.

**New** Your Second Storefront

If you've ever wondered what to do with your website, this is the right presentation for you. Tom will show you how to capitalize on your internet presence, making it a resource for your customers.

Cultivating Accounts That Must Have You

Discover how to utilize the nine-step approach to dealer loyalty.



**Leslie Shiner**  
**The ShinerGroup**

Leslie Shiner—author, speaker, and trainer—has more than twenty years of experience working as a financial and management consultant for the construction industry. She is the owner and principal of The ShinerGroup, a consulting firm helping contractors maximize profits and gain financial control. She is also the author of numerous publications including the Profit Press Profit Guides: "*Choosing 'Best Fit' Construction Management Software*" and "*Health Checkup for Your Construction Business*" among others. She has received the CEDIA Top 10 Instructor Award for the last two years. She teaches Construction Accounting and Project Management seminars around the country and frequently speaks at industry conferences.

**New** QuickBooks ® Training for Beginners

QuickBooks ® is a popular software for accounting and project management. This workshop will cover the fundamental use of the program and help you get started. Not sure whether if you are a beginner? See the below list of topics:

1. Creating a new company file
2. Creating and understanding the chart of accounts
3. Using items or expenses – you decide
4. Creating, maintaining and utilizing the item list
5. Setting up customers and jobs and simple invoicing
6. Setting up vendors and entering and paying bills
7. Managing your checking account

**New**

#### QuickBooks ® Training for Intermediate Users

This workshop is for those familiar with the program or those who attended “QuickBooks ® Training for Beginners.” Learn how to utilize your program to better manage job costs for maximum profits. You will learn how to:

1. Determine how to better enter bills, pay bills and track costs by customer
2. Create invoices to specific to your own company needs, including progress bills, repetitive billing, T&M billings
3. Improve overall project management through better purchasing and improved cost control on jobs
4. Revise the chart of account for better management
5. Learn to analyze financial statements and measure profitability
6. Understand the difference between Accrual and Cash accounting
7. Apply payments or credits and create statements for customers
8. Obtain valuable job cost information

**New**

#### Staying on Track with Training

Building staff know-how can be well worth the investment. Leslie will give you ready-to-implement tactics for staff development and reinforce the value of lifelong learning for you and your employees.



**Manville Smith**  
**JL Audio**

Manville is the vice president of marketing for JL Audio. He began his autosound career in 1986 and was involved in IASCA competition as a retailer until 1991. He has been employed at JL Audio since 1991 and guided the company's marketing efforts since that date. Manville has also been actively involved in product development of OEM interface products.

#### Getting Your Customer Plugged In Panel Discussion

This is your opportunity to ask the experts' advice for dealing with the challenges of selling your integration skills to the customer.

### **Jim Spoonhower** **Specialty Equipment Market Association (SEMA)**

#### Diversify in Performance Parts and Accessories with Success

See what is hot and what is not in the automotive performance parts and accessories business. Learn how to take advantage of these products without losing your shirt.



**Steve Stern**  
**MECA**

Steve is a co-founder and President of MECA, Inc., the Mobile Electronics Competition Association based outside of Nashville in Goodlettsville, TN. While attending college, he started an audio sales and installation business and installed car audio and custom home systems. He received a B.S. degree in Psychology with an emphasis on Statistical Analysis from the University of Pittsburgh in 1976. He has 7 years of Retail

experience, and co-founded the rep firm Iron City Audio Marketing in Pittsburgh, PA in 1986. MECA began in 1999 and Steve resigned from the rep firm in 2000. MECA now has over 1000 members worldwide, including China and Thailand, with 100+ retail member store-fronts in the USA, and is still growing and evolving to meet the needs of SQL and SPL competitors and the 12-volt industry. MECA has been a MERA member since 2000.

With over 600 events under his belt as a Judge and Event Director, Stern is one of the most experienced car audio competition professionals on the planet. Steve is a published songwriter and AFM Union guitar player, and balances all this with his wife, Susan, and their three children.

#### Sound off Promotions

Plan, promote and execute sound-off promotions and learn how to get the most out of the store traffic that you create. Attendees are asked to bring examples of event marketing: flyers, ads and other pieces.

#### **Ron Trout Rockford Corp.**

#### Getting Your Customer Plugged In Panel Discussion

This is your opportunity to ask the experts' advice for dealing with the challenges of selling your integration skills to the customer.



#### **Steve Turrisi**

#### **JL Audio-Senior Training Director**

Steve began his audio career by managing a specialty retail store, Speaker Warehouse, in Fort Lauderdale, FL. In 1995, he was hired by JL Audio as a technical support specialist. He was later promoted to the director of technical services. Today, Steve is the international sales director for JL Audio and enjoys being referred to as "Bill Nye" or "Mr. Wizard." He continues to bring his knowledge and expertise to dealers worldwide.

#### School of Sound

This *MERA Essential* will ensure that you continue to be the ultimate resource for great-performing, quality systems. Discussions will include music and its role in making system design choices. Learn the essentials of acoustics, vehicle charging systems, and system tuning techniques. Updated content will include working with digital multimeters and oscilloscopes. This workshop is a "can't miss" for everyone in the industry. Last year's installers said, "Very good, we need more of this" and "Awesome knowledge of subject material."

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#### **Barry Vogel**

#### **The Ultimate Edge-Owner**

Barry Vogel has held management positions for mass merchants, independents, as well as a few years as a manufacturer rep and managing a wholesale distribution company. Barry has owned his own store The Ultimate Edge since 1976. By 1999 they had outgrown their first free standing location, and purchased the 8500 square foot location they now occupy. His business today encompasses car audio, video, navigation, integration, car & truck accessories, window tint, expediting, and more. Barry is highly involved in MERA and is currently the Vice President as well as the Education Committee Chair.

**New**

#### Shopping for Savings- A Discussion Panel

Expense control can save you thousands of dollars a year. This panel will share tried and

trusted methods to skillfully manage your overhead from APR's to zip-ties.

**New**

Acoustics Power Session Part 4: The Wrap-Up-Moderator

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**Scott Whitaker**  
**Dynamat/Dynamic Control of N.A., Inc.**

Scott Whitaker, C.E.O. of Dynamic Control, makers of Dynamat, created the sound control category in the mobile electronics market as Dynamat became the first widely distributed sound control material in 1989.

His early involvement in car audio sound quality competition resulted in him serving as an IASCA board member. In 1997 Scott established the industry's first web based interactive training program, DCU, which has over 10,000 graduates.

Scott has been active in the automotive industry for 29 years and an auto enthusiast all his life. He is a member of MERA, CEA, and SEMA.

**New**

Image is Everything

What makes customers come back time and again and urge their friends and neighbors to do the same? Your brand is not just the products you sell but the complete customer experience you deliver. Walk away knowing three things you can immediately implement to build traffic and profits.



**John Wilson**  
**MTX Audio/Mitek Corporation**

John Wilson is a MECFP First Class Certified Installer with a wide range of industry experience. He worked 5 years with Quality Auto Sound and 3 years with Car Toys in Denver, Colorado with custom installation and fabrications including wood, metal and fiberglass. He has extensive industry experience with other manufacturers and worked for Unique Autosports on season 3 of the show *Unique Whips* before joining MTX Audio/Mitek Corporation. He is currently using his extensive industry experience as a Technical Trainer and Event Show Specialist for Mitek.

Merchandising for the Complete Solution

As the marketplace changes, effective merchandising becomes increasingly important. Discover how proper merchandising can make all the difference when it comes to maximizing sales dollars and improving your business.



**Ray Windsor**  
**Leadership Systems Consulting**

Ray Windsor has over 28 years experience in mobile electronics as a retailer, rep, manufacturer and business consultant. No matter what Ray's position he views business through the eyes of a specialty retailer. He understands the retailer from the sales floor, cash register, installation bay and small business owner point of view. In this regard Ray is able to supply valuable insight as to how a retailer might best utilize business relationships with consumers, suppliers and staff. In an era when competition is fierce, supplier relations are strained and consumers are harder and harder to attract, it is most important to leverage every opportunity to grow business. Have a listen, you're sure to take some valuable business information home.

**New**

Hit the Reset Button

You have a responsibility to the consumer to demonstrate your excitement, letting them know they made the right decision to shop with you. Revive your passion for being in business in this increasingly competitive climate.

**New**

#### Acoustics Power Session Part 3: Management

Third in a series of "Power Sessions," this workshop will focus on sound quality as it is an essential part of your business. Gather tips on directing acoustic-focused merchandising, training and implementation.

**New**

#### Acoustics Power Session Part 4: The Wrap-Up

Concluding the series, this workshop gives ample time for you to ask questions in response to the previous day's Power Session workshops. You know the importance of sound quality, but having a fuller understanding of acoustics makes your team even stronger.



**Ray Wright**  
**IPRO**

Ray Wright is an industry veteran, having worked for more than forty years in various industry roles. He was co-owner of a retail store that specialized in home and mobile audio products, and then moved to manufacturing as sales manager for five years. He was the sole owner of Raymond O. Wright & Associates, a manufacturer's representative firm, for twenty-eight years before attempting retirement in 2002. Since 2003 he has been the Executive Director of IPRO, a nationwide association of Professional Field

Sales Organizations.

Ray is a passionate advocate of the role and services provided by a quality manufacturer representative. He works regularly to support industry associates and activities of other associations, such as CEA, CEDIA, EHxpo, ERA, MERA, and PARA.

#### Rep Essentials

Develop and improve crucial skills for every rep, such as time management, controlling expenses, and building your client base.