

Saturday, February 25

5:00 - 6:00 p.m.
Registration

5:30 - 7:00 p.m.
Welcome Reception at the Hotel
Reception sponsored by Tucker Rocky

7:00 p.m.
Dinner on Your Own

Sunday, February 26

8:00 - 9:00 a.m.
Continental Breakfast
Breakfast sponsored by Pacific Specialty Insurance

9:00 - 9:15 a.m.
**Welcome by TMDA President
Carlos Gonzalez**

9:15 - 10:00 a.m.
The Evolution of Online Marketing
Neil Pascale, Business Development Manager,
Dominion Powersports

How consumers are finding dealers and talking about them online continues to evolve with a new and complex layer emerging as a result of moves made by Google and other key online players. The industry must be aware that our enthusiasts' shopping choices are more and more dictated by consumer ratings. These ratings are part of a new level of online marketing that dealers must listen to, react to, and finally, influence.

10:00 - 10:45 a.m.
Success in Social Networking
Neil Pascale, Business Development Manager,
Dominion Powersports

Find out how to successfully engage the growing Facebook audience through simple steps that will not be taxing on staff time. Online marketing is more than a message repeated over various search engines and websites, but an ongoing and interactive conversation. Social media, especially Facebook, provides a chance to start and continue this conversation, a vital opportunity as the industry vies for consumers' discretionary dollars with other retail sectors.

10:45 - 11:00 a.m.
Break

11:00 - 11:45 a.m.
Texas Economic and Fiscal Outlook
James Lebas, Consultant

James is the state's former chief revenue estimator and is now a consultant on Texas tax and fiscal matters to such organizations as RackSpace Hosting and HEB Grocery Company. This presentation will provide an overview of the state comptroller's economic forecast.

12:00 Noon - 1:30 p.m.
Lunch and Update on Legislative Issues
Royce Poinsett, TMDA Lobbyist

Royce will provide a 2011 legislative summary of the bills affecting motorcycle dealers, with emphasis on HB 268 that provided agricultural exemption reforms and shifted the burden away from dealers to the purchasers.
Lunch sponsored by Dominion Powersports

1:30 - 2:30 p.m.
TMDA General Business Meeting

2:30 - 4:30 p.m.
TMDA Board of Directors Meeting

Registration 2012 TMDA Annual Conference

Instructions: Please print or type information as you would like it to appear on name badge. Please indicate the number of registrants in each category and include names of all persons registered.

#	Category	Pre-register	Onsite
_____	Member	\$175	\$190
_____	Add'l Employee/ Spouse of Member	\$90	\$100
_____	*Nonmember Dealer	\$200	\$225

*Nonmembers joining TMDA prior to the Conference may register at member rates.

Name of Firm _____

Name of Persons Attending (including spouse)

Franchises _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____ / _____

Fax _____ / _____

E-Mail _____

TOTAL ENCLOSED: \$ _____

Please return form with payment to:
TMDA, 823 Congress Ave., Suite 230
Austin, TX 78701, Fax: 512/495-9031

About the Featured Speaker

Neil Pascale is the Business Development Manager for Dominion Powersports, a leading provider of dealer services for the powersports industry. Pascale works with OEMs and other key industry companies in crafting programs for Dominion Powersports' dealer network. He also provides educational seminars to dealers through OEMs and state dealer associations that touch on key online marketing and selling areas. Pascale is the former executive editor of leading industry trade magazine Powersports Business.



Hotel

Courtyard Marriott
300 E. 4th Street
Austin, TX 78701

Call 800.321.2211 for reservations.
Special TMDA rates: \$159.95 single or double
Cut-off: February 4, 2012

Sponsors

TMDA thanks the following
conference sponsors:

DOMINION
POWERSPORTS SOLUTIONS



Questions!

If you have any questions, please contact TMDA at
512/479-0425, ext. 16.

Texas Motorcycle Dealers Association
823 Congress Avenue, Suite 230
Austin, Texas 78701



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annual conference
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