



**MASON DIXON**  
BUSINESS DEVELOPMENT GROUP  
*Joining together to affect the future of our local automotive industry*

## 2013 Schedule

**Membership Fee: \$200 per year including dinner for two**

### **January 15th: Know the Math... Run your business by the numbers, NOT YOUR CHECKBOOK**

*Facilitator: Mike Bennett*

*Location: NAPA Gettysburg Training Room, 5:30 pm*

### **February 26: Marketing Ideas**

**Create a 12 month plan for your shop. Please bring a successful idea to share**

*Facilitator: Gail Bixler & Shelle Bennett • Location: Weaver's Body Shop, 5:30 pm*

### **March 26: Phone Skills**

**Please register your Service Writer for this class**

*Facilitator: Gail Bixler & Shelle Bennett*

*Location: NAPA Gettysburg Training Room, 5:30 pm*

### **April 23: Advanced Business Management**

**Creating job descriptions, defining roles and building the support process.**

*Facilitator: Mike Bennett • Location: Weaver's Body Shop, 5:30 pm*

### **May 21: QuickBooks**

**How to get the most out of it for your business. Bring your questions.**

*Facilitator: Lorrie Nagy, Brenner Accounting*

*Location: NAPA Gettysburg Training Room, 5:30 pm*

### **August 20: Shop Visit to Quality Service Center**

**Critique and brainstorm ways to upgrade your facility**

*Facilitator: Keith Katz*

*Location: Quality Service Center, 28 S Oxford St, York, PA, 5:30 pm*

### **September 17: Round Table Discussion**

*Facilitator: Jack Kale • Location: Weaver's Body Shop, 5:30 pm*

### **October 15: What Are You Selling**

**Identifying what your customers see as your VALUEABLE FINAL PRODUCT**

*Facilitator: Mike Bennett • Location: NAPA Gettysburg Training Room, 5:30 pm*

*For more information contact: Mike Bennett 334-6882,  
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