



Announces the Fourth Annual

**NAFA Southern Regional Conference
October 8th, 9th and 10th 2009**

Hilton Garden Inn, Orange Beach, Alabama

**The Alabama Chapter of NAFA is planning the Fourth Annual
Southern Regional Conference in Orange Beach, Alabama the 2nd
week of October.**

Day One – Thursday 8 Oct – Hilton Garden Inn

- Arrive Thursday the 8th with a check-in from 2PM to 5 PM
- 5:00 PM **NAPA Auto Parts Pool Side Reception**

Day Two – Friday 9 Oct – Hilton Garden Inn Bay Room – 1 PM

- Friday the 9th will start at 1 PM in the Hilton Island Bay Room
- 1:00 – 1:10 PS Energy Group inc.- Ed Dort
- 1:10 – 1:20 Vendor Speaker

- 1:20 – 2:20
- **Celena Stone CAFM** – Fleet Manager – City of Huntsville, Alabama
Celena will speak on "**Service Level Agreements**". She will explain how a SLA is an effective tool for helping providers and customers manage expectations and build strong relationships. This presentation will provide a comprehensive understanding of SLA's and what to do to be successful in establishing them as they become more prevalent in both public and private fleets

- 2:20 – 2:30 NAPA Auto Parts
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- 2:40 – 3:40
- **Matthew Betz** – VP National Account Sales – AmeriFleet Transportation
Matt's first presentation will be "**Net Promoter**". He will explain to us how to set up a customer satisfaction program. This system sets up a rating process called Net Promoter Score. This is a very straightforward way to determine how many customers would recommend your service to a peer.

- 3:40 – 3:50 Short Break
- 3:50 – 4:00 –Precision Sales and Service - Buddy Gamel
- 4:00 – 4:10 – Chrysler - Greg Korfes

- 4:10 – 5:10
Jim Costello- Sales Manager - ADTS inc.
His presentation is titled "Accident Avoidance" He will cover driver safety, how to avoid accidents and what we as fleet managers can do to improve the driver's awareness of potential accidents.
- 5:10 – 5:20 Vendor Speaker
- 5:20 – 5:30 Vendor Speaker

Day Three – **Saturday 10 Oct - Hilton Garden Inn Bay Room - 8 AM**

Muffins, Coffee and Juice will be available

- 8:00 – 8:10 Vendor Speaker
- 8:10 – 8:20 Vendor Speaker
- 8:20 – 9:20
- **Brad Turner** – Key Marketing Manager - Navistar
He will bring us up to date on 2010 Diesel Emissions and how International will meet these standards.
- 9:20 – 9:30 Omaha Standard – Gene Hamby
- 9:30 – 9:40 Knapheide Manufacturing – Pam Hill
- 9:40 – 10:40
- **Rex Beck** -Territory Manager - Cummins Mid-south
Rex's presentation will be on 2010 Diesel Emission Standards
The SCR and Diesel Exhaust Fluid and why Cummins chose to change directions from in cylinder to the SCR and the benefits of SCR.
- 10:40 – 10:50 Vendor Speaker
- 10:50 – 11:00 Vendor Speaker
- 11:00 – 11:10 Short Break
- 11:10 – 12:10
- **Matthew Betz** – VP National Account Sales – AmeriFleet Transportation
Matt's second presentation will be "The Dangers of Drowsy Driving"
Through Presentation and discussion you will learn;
 1. The scope of this mostly unrecognized problem.
 2. How to identify Drowsy Driving crashes in your fleet.
 3. If your fleet drivers are at risk.
 4. How to reduce the risk of Drowsy Driving crashes in your fleet.
- **12:10 – 1:00 Seafood Buffet will be served for Lunch**
- 1:00 – 1:10 Vendor Speaker
- 1:10 – 1:20 Vendor Speaker
- 1:20 – 2:20
- **Jim Costello**– Sales Manager - ADTS Inc.
Jim's second presentation will be "Motivating Your Fleet Drivers"
This will be an addition to his first presentation with info on how to speak to your fleet drivers and to motivate them to be a safer driver.
- 2:20 we will end the conference with drawings for door prizes.

Oct 8th through the 10th are the dates for **Shrimp Fest**, a festival featuring shrimp and seafood prepared by local restaurants as well as an art, crafts and music festival. You can obtain more information at www.nationalshrimpfestival.com.

Accommodations will be at the **Hilton Garden Inn** directly on Orange Beach. Use Group Code NFA when making reservations to obtain the following room prices:

Thursday	Friday & Saturday
62.95 – King Room	121.95 - King Room
89.95 – Queen Room – 2 beds	139.95 – Queen Room – 2 beds

You must complete the Hilton Garden Housing Request Form attached to this email to receive these prices.

Hotel registration deadline is 18 September 09

You can get more information at www.hiltongardeninn.com.

Conference 2009 NAFA Southern Regional

Registration

Complete this registration form and return with check or money order no later than 22 September to;

**Greg Noah
NAFA Alabama Chapter Treasurer
City of Gadsden Fleet Management
1701 Chestnut Street
Gadsden, AL 35901**

**For Additional Information Contact Greg Noah 256 549-4705 or
gnoah@cityofgadsden.com**

Your Local Chapter _____

Name _____

Title _____

Company Name _____

Street Address _____

City & Zip Code _____

Phone Number _____

FAX _____

E-mail Address _____

Registration Fees	Register before 22 Sept	Register after 22 Sept
_____ NAFA Member / Affiliate	\$100	\$125
_____ NAFA Members who bring a potential member	\$50	\$75
_____ Potential Member attending with NAFA Member	\$50	\$75

Total Conference Registration \$ _____

**Indicate How many persons will attend Saturday's Buffet
(No extra charge for spouse)** _____