

RACE FOR KNOWLEDGE; JOIN US IN THE WINNER'S CIRCLE! BUSINESS MANAGEMENT EDUCATION CONFERENCE June 24-27 at Hilton Del Mar

Why you should join us for the 34th Annual ADOMA Business Management Conference on June 24-27, 2010 at the Hilton Del Mar:

ADOMA is primarily about education for the Auto Dealer's business office and we provide monthly education meetings accordingly. But have you ever had a question and didn't know who to go to for the answer and were just too busy to get to it? Well, that's a benefit of ADOMA and its Annual Conference. At the Annual Conference, we provide in-depth class room setting training & education seminars and promote networking with other dealers and industry related vendors and experts all at one place. A place to get your answers without the daily responsibilities and business interruptions!

So let's discuss the Annual Conference. This is a golden opportunity for you and your business office management to spend several days in in-depth training on industry important topics with local industry experts as instructors. This year's topics are:

- Friday: Employer/employee topics to include legal updates and human resources areas such as terminations, vacation issues, pay plans and a Q&A. Instructor: John Boggs, Partner with Fine, Boggs, Perkins LLP



- Saturday: "Microsoft Excel for the Auto Dealer Business Manager" - we will be providing pre-formatted Excel worksheets with built-in formulas on a flash drive to help you that you can take back to your dealership and use immediately. Instructor: Chris McIntyre of Kobayashi & Company CPA's
- Saturday afternoon: "Motivate to the Winner's Circle" Instructor: Kathi Kruse of Kruse Control, Inc

In addition, during the Annual Conference, we provide a vendor faire where you can meet many of the vendors and their representatives who support our industry, our Association and its member dealers. They welcome your business and provide excellent value added services and many times discounts to our member dealers where possible. Visit all of them to find out more information or free comparison.

....continued page 3 for details.

Executive Board For 2008—2010

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ADOMA Executive Board Meeting

May 22nd
Toyota of Irvine

Open to all members and those interested in serving on a committee.

Call ADOMA
714-832-5741

ADOMA Chapter Meetings in May

Inland Empire, Los Angeles & Orange County ADOMA Chapters

Become a Master Mechanic ... of Office Communication Breakdown

Ron Patarello, Strategic Negotiations

Office conflicts and difficult conversations can start with something as insignificant as a PING...and just like that "ping" under the hood; is something we all would like to ignore.

Similar to an automobile however, without immediate interventions that ping can lead to an office breakdown resulting in: low moral, decreased productivity, and loss of revenue.

Unfortunately, attempting to correct these situations without understanding and strategy is like trying to overhaul an engine with just a pair of pliers.



This month's speaker is Ron Patarello. As a negotiator and mediator Ron has been involved in literally thousands of negotiation and conflict resolution situations. He has received credentialing in negotiation and conflict resolution from Pepperdine University, UCI and UCLA and has been involved in literally thousands of negotiation and conflict resolution situations ranging from contract negotiations, supervisor-employee disputes, crisis intervention, and divorce mediation.

REGISTRATION INFORMATION:

ORANGE COUNTY - Thursday, May 20th

Time: Social 6:00 PM, Dinner 6:30 PM

Cost: \$35.00 Members, \$45.00 Guests

****New Location:** Black Angus Restaurant

1350 N. Tustin, Santa Ana, CA 92701

(714) 558-3057

Register by Monday, May 17th by phone, fax or online at www.adoma.org. All reservations require immediate payment. Make checks payable to ADOMA-OC:

c/o Sherri Johnson, Treasurer
Allen Cadillac GMC

28332 Camino Capistrano

Laguna Niguel, CA 92677

Tel: 949/485-3700— Fax 949/364-0110

Email: sjohnson@allenaautos.com

Ron will help us understand the inner workings of those difficult interactions, show us how to disassemble them to address the problem and have the office back on the road again fast.

Who Should Attend?

Your entire office staff! Everyone can benefit from this insightful presentation.



LOS ANGELES - Wednesday, May 19th

Time: Social 6:00 PM, Dinner 6:30 PM

Cost: \$35.00 Members, \$45.00 Guests

Location: **Stevens Steak & Seafood House**
5332 Stevens Place, City of Commerce

Register by Monday, May 17th by phone, fax or our website at www.adoma.org. Reservations not honored will be billed for the full meal fee. Make checks payable to ADOMA-LA:

c/o Cherie Harris

Ford of Montebello

2747 Via Campo

Montebello, CA 90640

Tel: 323/838-6920 fax: 323/838-6912

Email: cheriedharris@yahoo.com

INLAND EMPIRE - Tuesday, May 25th

Time: Social 6:00 PM, Dinner 6:30 PM

Cost: \$35.00 Members, \$45.00 Guests

Location: **Sizzler—Banquet Room**
6631 Clay, Riverside (Van Buren & Clay)

Register by Friday, May 21st by phone, email or our website at www.adoma.org. Reservations not honored will be billed for the full meal fee. Make checks payable to ADOMA-IE:

c/o Jane Knight, Lexus of Riverside

3150 Adams St.,

Riverside, CA 92504

tel. 951/354-4150

email: jane-knight@lexusriverside.com

...continued “Education Conference” in Del Mar

As a long time member of ADOMA, I have learned many new & interesting items. I value the friends & industry acquaintances I have made that I would not have met had I not joined. I now have more people I can call and who know they can call me with questions and ideas.

If you haven't attended any ADOMA chapter meeting, we would like to invite you to join us at a chapter meeting for free. See page 2 for the info for the May meeting.

ADOMA is here to:
Provide **EDUCATION**
CONNECTIONS to industry peers
NETWORK opportunities!
*Bring your questions and enthusiasm for education to
34th Annual Education Conference*

To join us for conference, here are some important details: meet the Hotel deadline, register and pay (must be received) by May 14, 2010. You may use the registration form included in our Newstrax or go to the ADOMA website at www.adoma.org and register there.

Lastly, don't forget...If you want to send your employees for just a day, you can sign them up for the breakfast &/or lunch for that day and they can attend the session of your choice!

Any questions, contact Jane Knight at (951) 354-4150 or email: jane@lexusriverside.com



DID YOU KNOW... BOE Deadline Approaching

The State fiscal year ends June 30th, so the BOE wants to collect as much as they can before the fiscal year ends. Thus they made the second prepayment to include thru June 15th. There are several methods to calculate the payment, and you only have to pay the lesser amount.

The **second prepayment** is due on or before **JUNE 24th**. This prepayment is for the period of **May 1** through **June 15** and must be an amount:

1. Equal to 135% of the tax liability for May or
2. Equal to 90% of the tax liability for May plus 90% of the tax liability for the first 15 days of June, or
3. Not less than one-half (1/2) of the measure of tax liability reported for the corresponding quarterly period of the preceding year multiplied by the tax rate in effect when prepayment is made, provided you or your predecessor were in business during all of the quarter.

You need your May liability amount, the June 1-15 liability, and the total liability from your 2nd qtr prior year sales tax return. Fill in the numbers where indicated and the worksheet will calculate your payment for you. **Adoma has provided a worksheet to calculate this payment. The worksheet is located at <http://www.adoma.org/diduknow.htm>**



c/o Association Management Event Solutions
1100 Irvine Blvd. #914
Tustin CA 92780
Tel: 714.832.5741

Forum for education and the
exchange of ideas and information
to improve the administration of the
automotive industry.

May 2010
for Controllers, Business
& Office Managers
in the
Southern California Area.

ADOMA EDUCATION CONFERENCE
"Race for Knowledge"
Hilton San Diego / Del Mar
June 24th-27th
Registration closes May 14th

UPCOMING MEETINGS
IN MAY
*"Become a Master Mechanic...
of Office Communication Breakdown"*
ADOMA Los Angeles
Wednesday, May 19th
ADOMA Orange County
Thursday, May 20th
ADOMA Inland Empire
Tuesday, May 25th
See page 2 for details!
Visit www.adoma.org
often for updated
program information.

REGISTRATION OPEN
2010 ADOMA
EDUCATION CONFERENCE
Hilton San Diego / Del Mar
June 24th - 27th
Race for Knowledge
*"Join us in the Winner's Circle
of Education and Connections!"*
The Hilton San Diego / Del Mar hotel is just minutes
from pristine beaches, numerous shopping areas and
restaurants, and is directly across the street from the
Del Mar Fairgrounds
and world famous Del
Mar Racetrack.
**See Flyer Insert for
Details and Regis-
tration.**

