MARCH 9-11, 2015 • DISNEY’S CORONADO SPRINGS RESORT • LAKE BUENA VISTA, FL

THE Wonderful World OF

Presented by Automotive Oil Change Association 2015 IFLEX AACA INTERNATIONAL FAST LUBE EXPO
Join hundreds of your peers at the 2015 International Fast Lube Expo (iFLEX) for three days packed with networking opportunities and more than 20 education sessions. Taking place at Disney’s Coronado Springs Resort in Lake Buena Vista, Florida, this Automotive Oil Change Association (AOCA) event offers the latest and best products, education, and social interaction. With easier accessibility to the trade show floor, enhanced focus on peer-to-peer learning and nearly double the number of unique sessions than in the past, iFLEX 2015 will live up to its theme: The Wonderful World of iFLEX!

Build Your Brand. Stay Connected. Be Enlightened: The Wonderful World of iFLEX

iFLEX 2015 is your opportunity to:

- Hear from leading industry experts, sharing comprehensive knowledge of the latest trends, challenges and achievements.
- View the latest and greatest equipment, services and products in the Exhibit Hall.
- Network with your peers during dedicated social receptions.
- Participate in the full-day “Managing Your Business by the Numbers”: An informative session for newcomers and veterans alike.
- Enjoy the family-friendly location. Sunshine and fun is just around the corner.
iFLEX 2015 Schedule of Events

AOCA offers a wide variety of educational sessions from business practices to employee management to advertising and marketing. Visit www.aoca.org/?iFLEX2015Education for full session information.

Sunday, March 8

1:00 pm - 4:00 pm  AOCA Board Meeting  
4:00 pm - 7:00 pm  Registration Open  
9:00 am - 4:00 pm  Managing Your Business by the Numbers  
5:00 pm - 7:00 pm  Committee Meetings

Monday, March 9

7:00 am - 5:00 pm  Registration Open  
8:00 am - 8:30 am  Prayer Breakfast  
8:30 am - 9:00 am  Attendee Orientation and Continental Breakfast  
9:10 am - 10:00 am  • Making Your Customers Love You by Giving Stellar Service  
• New and Upcoming OSHA Updates That Affect Your Industry  
• Cutting-Edge Marketing Strategies  
10:10 am - 11:00 am  • HR You Can Use! 5 Issues Keeping Business Executives Up at Night  
• Canister Oil Filters - Common Issues and Solutions  
• Time Refuses to Be Managed: Manage Yourself Instead  
11:10 am - 12:00 pm  • Recruit Them Right, Retain Them Forever!  
• Win-Win - Increase Ticket Average with a Service That Is Also FREE to Your Customers!  
• Increase Profit 30 Percent in 30 Days  
12:00 pm - 1:15 pm  Annual Membership Meeting (lunch included)  
1:30 pm - 5:00 pm  Exhibit Hall Open  
5:30 pm - 7:00 pm  President's Welcome Reception

Tuesday, March 10

7:00 am - 5:00 pm  Registration Open  
8:30 am - 9:00 am  Continental Breakfast  
9:00 am - 3:00 pm  Exhibit Hall Open  
(Lunch included in exhibit hall from 12:00 pm - 1:30 pm)  
(evening open for exhibitor functions)

Wednesday, March 11

7:00 am - 12:00 pm  Registration Open  
8:00 am - 9:00 am  Continental Breakfast  
8:00 am - 8:45 am  Exhibitor Meeting

9:00 am - 9:50 am  • Double Your Upsell Rate with Simple Scripts!  
• "To Service or Not To Service?" That is the Question  
• It's Not a Fluid Change, It's a Sea Change  
10:00 am - 10:50 am  • Fired With Enthusiasm  
• How Online Engagement Can Help Grow Your Business  
11:00 am - 11:50 am  • Millennials – Our Future Customers and Employees?!?  
• Getting your Customer to Say "YES" to Needed Fluid Services  
12:00 pm - 1:30 pm  AOCA Talk Live (lunch included)  
1:45 pm - 2:45 pm  Leading a Culture of Service Excellence: Dennis Snow, Author of Lessons from the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career and Your Life  
3:00 pm - 4:30 pm  Closing Reception

Accommodations:

Secure your housing reservation by Saturday, February 14 to take advantage of the iFLEX discounted room rate of $166 single/double accommodations at Disney’s Coronado Springs Resort.

Online registration is available at http://www.mydisneymeetings.com/aocaiflex2015, or contact the hotel directly at 407-939-4686 and mention AOCA to receive the group rate. These rates are only available by booking through AOCA and not available on hotel or travel websites.

Subject to availability of group rate rooms, guest rooms may be reserved at the reduced room rate for the three days before March 7, 2015 and the three days after March 12, 2015 (for attendees wishing to extend their stays).

Also available in the above link is information regarding the free shuttle to and from the Orlando International Airport (MCO), discounted Disney tickets for attendees and their families, dining options, theme park hours, maps, and more!

Support AOCA by booking your room at Disney’s Coronado Springs Resort - your stay helps AOCA meet its contractual obligations to the hotel. Plus, you will enjoy the networking opportunities available with fellow operators and exhibitors at the headquarters hotel.

*All events at Disney's Coronado Springs Resort unless otherwise noted.
KEYNOTE SPEAKER
Wednesday, March 11
1:45 pm - 2:45 pm
Leading a Culture of Service Excellence

Dennis Snow, Author of Lessons from the Mouse: A Guide for Applying Disney World’s Secrets of Success to Your Organization, Your Career and Your Life

In today’s competitive market, developing a service excellence strategy is an important part of any leader’s role. However, it’s in the execution that service excellence strategies become a reality or simply another “flavor-of-the-month” program.

Today’s employees determine how committed the organization truly is to customer service and take their cues directly from their leaders. In order to effectively implement an organization-wide service excellence strategy, business leaders must “walk the talk” of service excellence.

Based on the leadership principles Dennis learned during his 20-years with Walt Disney World, this presentation will demonstrate how to “hardwire” service excellence into an organization’s culture.

Dennis Snow’s customer service abilities were honed during 20 years with the Walt Disney World Company. There, he developed a passion for service excellence and the experience he brings to the worldwide speaking and consulting he does today. At Disney, Dennis managed various operating areas throughout the park, learning and applying the skills it takes to run a world-class, service-driven organization. He is the author of Unleashing Excellence: The Complete Guide to Ultimate Customer Service and Lessons From the Mouse: A Guide for Applying Disney World’s Secrets of Success to Your Organization, Your Career, and Your Life.

Making Your Customers Love You by Giving Stellar Service
Roselyn Connor, Brandon & Connor Associates

This seminar is a translation of customer service into the language of your business. It’s delves deeper than most programs by getting your employees and management to understand the significant role each plays in delivering the stuff that satisfies your customers. Anyone attending this course will have a far more intricate understanding of what it takes to secure new customers and actively maintain present ones.

New and Upcoming OSHA Updates That Affect Your Industry
Jay D. Rohna, JDR Enterprises, Inc.

This session will address new standards that are already in effect, those that will be implemented after the first of the year, and those that are being proposed. Participants will be given information as to how the standards will impact them, timelines to comply, and what exactly to do to be in compliance.

Cutting-Edge Marketing Strategies
Ted Janusz, Janus Presentations

Ted Janusz will provide you with tips on how your company can power through the congestion of today’s advertising by discovering effective, low-cost marketing strategies. Learn how to outsmart without outspending your competition!

HR You Can Use!
5 Issues Keeping Business Executives Up At Night
Lori Kleiman, HR Topics

Our interactive program will walk managers through the five major questions that can cripple long-term growth: We have the answers to these and the other HR issues you face because of our proprietary survey of nearly 450 companies, averaging 78 employees. Our program gives you the answer you need to implement changes that will transform your business.

Canister Oil Filters - Common Issues and Solutions
Eric Frankenberger, Oil Changer

Today’s Canister Oil Filters have become more and more complicated and the liability of not recognizing the risk can be costly. Your customers, staff and pocket book will appreciate the simple recommendations in this session that are designed to help eliminate issues.

Time Refuses to Be Managed: Manage Yourself Instead
Ted Janusz, Janus Presentations

FACT: Getting organized is more involved than just time management. In this entertaining and fast-paced presentation, Ted Janusz of Janus Presentations will help you examine the following steps to get your life under control:
1) How to Get Ourselves More Organized
2) How to Get More Organized Through Others (Boss, Co-workers, and Subordinates)
Fired With Enthusiasm
Glen Gould, International Lubricants

Hall of Fame Coach Vince Lombardi said, “If you aren’t fired up with enthusiasm, you’ll be fired with enthusiasm.” This session provides a proven road-map that will ensure you can find enthusiasm in every situation, inspire others around you to be enthusiastic, and to capitalize on it for greater results.

Win-Win - Increase Ticket Average With a Service That Is Also FREE to Your Customers!
TC Krueger, ClearShield

Insurance companies pay for their customers’ windshield rock chips to be repaired to prevent further cracking. You can provide this five-minute service at NO COST to your customers. This service is also 100 percent profit (no COGS) and won’t cannibalize your other ancillary sales! Learn how to take advantage of this service to create loyalty and a great customer experience.

Increase Profit 30 Percent in 30 Days
AJ Rassamni, Great American Car Wash, & Money Maker Academy

There are only four ways to increase revenue: Increase the number of clients, increase the dollar per transaction, increase the frequency of visits, and control expenses. During this session, AJ will teach the audience these four ways and will be giving examples of each.

“To Service or Not To Service?” That is the Question
David Haney, Oil & Lube express
Moderated by: Ragan Holt, NOLN

The big debate in the Oil Change industry is if you should add extra services or not. Join David Haney and Lenny Saucier in a spirited debate over the success and failures of both models. Over the course of this program you will gain valuable information to help you decide which business model you should follow.

It’s Not a Fluid Change, It’s a Sea Change
Joseph M. Hennmueller, AMRA/MAP

Your shop is now more than just a haven for fresh fluids, wiper blades and bulbs. Along with all the parts, equipment and training for the new services you offer, you will face new challenges and rules for regulatory compliance, documentation and communicating with consumers in a manner that aligns with accepted industry standards. Find out what issues you are facing today (and tomorrow), and how to deal with them at the shop level.

Double Your Upsell Rate with Simple Scripts!
Mark Mehling, Take Control Marketing

Language is critical to up-sells and all but ignored by businesses. The difference of a few words can mean thousands of dollars in this business. If you are looking for a simple, “anyone-can-do-it” way to increase up-sells, you must attend this session.

Visit www.aoca.org for the most up-to-date session information.

*Pre-registration and additional fee required.
Member: $200; Non-Member: $300
iFLEX 2015 Sponsors, Exhibitors and Partners

WHO YOU’LL SEE AT iFLEX 2015*:

Auto Data, Inc.  
BJE  
Blue Devil Products  
BP/Castrol  
C.A.T. Products, Inc. (Run-Rite)  
Chevron Lubricants  
Colonial Label Company  
Communication Graphics, Inc.  
Fluid Rx Diagnostics by Magna-Guard, Inc.  
Fluidall, LLC

Haltec Corporation  
Integrated Services, Inc.  
Interstate Batteries  
LubeCenter Sales, Inc.  
MANN & HUMMEL Purolator Filters, LLC  
Mighty Auto Parts  
Mobil 1 Lube Express  
Motorist Assurance Program (MAP)  
NGEN The Next Generation Polydyn TX-7  
PolyDyn TX-7

Premier Lube & Equipment Repair  
Sage Microsystems, Inc.  
Scully Signal Company  
Service Champ  
Service Sleuth  
Solid Start/True Brand  
Standard Register  
Tiremetrix  
Universal Lubricants

*As of December 5, 2014.

YEAR-ROUND VENDOR PARTNERS:

PAST iFLEX EXHIBITORS & SPONSORS

AEC Group Inc.  
Affinity HR Group, LLC  
AGS Company  
Alldata  
Amsoil Inc.  
AUTEC Carwashing Systems  
BJE  
Branick Industries, Inc.  
C.A.T. Products/Run-Rite  
CARFAX  
CCAR  
Chevron Lubricants  
ClearPlus Inc.  
Colonial Label Company  
Communication Graphics, Inc.  
Continental Lube Supply  
Custom Plastic Card Company  
Delphi Display Systems  
Devon Lube Center Equipment  
eGenuity  
Express Oil Change & Service Centers  
Express Service Solutions  
Fast Track Lube Supply  
FCC Environmental LLC  
Federal-Mogul Corp  
Federated Insurance  
Flo-Dynamics  
Fram  
Green Earth Technologies  
HS Brands International  
I.C.E. Signs  
Installer EDGE  
Intercontinental Subscription Service, Inc.  
Inter-link Resources Inc.  
ITW Professional Automotive Products  
Jiffy Lube International  
Kafko International  
Kwik Industries, Inc.  
Launch Marketing Services, LLC  
Liqui Moly  
Lube Center Sales Inc.  
Lubegard by Stellar Automotive Group  
MAHLE Clevite Inc.  
MBPI  
McCourt Label  
Meineke  
Mighty Auto Parts  
Mobil 1 Lube Express  
Motor Information Systems  
Moving Targets  
MyFleetCenter.com  
National Oil & Lube News  
North American Lubricants  
Omnique Shop Management Software  
Onken Inc  
Penray Companies, Inc  
Phoenix Systems  
QMI JAX  
R.O. Writer Shop Management Software  
Rhino Tuff Tanks  
Robert Bosch LLC  
Royal Purple LLC  
RTI-a division of MAHLE Clevite  
S & E Quicklube Distributors  
Safety-Kleen/ Eco Power  
Scrubblade Inc.  
Shell Lubricants  
Solid Start  
StayGreen Oil  
Synergy Recycling LLC  
Unilube Systems  
Universal Products  
Valvoline  
Warren Oil Company  
WEXCO Industries. AutoTex Pink  
WorkflowOne  
Zenex International

Interested in exhibiting or sponsoring? Contact Jim Conlon, Director of Sales, at JConlon@aoca.org or 312-673-4865.
How To Register
This form is only for non-credit card payments.
Choose one of the following options:
1. Online: www.aoca.org/iflex-2015
2. Complete this form and mail with payment to:
Automotive Oil Change Association
8532 Solution Center
Chicago, IL 60677 – 8005
For registration questions email AOCA@showcare.com
or call 312.321.5140

Register by February 2 to save $100!

Deadline for faxed or mailed registration forms: on or before March 2, 2015

Registrant Contact Information (Please print clearly.)
Your registration will be confirmed by email, so please provide an accurate email address.

First Name ___________________________ Last Name ___________________________
Company ___________________________ Company Member ID# __________________
Address ______________________________________________________________________
City/State/Province ___________________________ Postal Code ______________________
Phone ___________________________ Fax ___________________________
Email (required) ___________________________

Demographics
1. Check at least one of the following that applies: □ Lube Shop □ Carwash □ Other (specify): ___________________________
2. Number of Stores: ___________________________
3. I am a member of AOCA and the main contact of the company. I will attend the Membership Meeting on Monday, March 9. Yes □ No □
4. Is this your first time attending iFLEX? Yes □ No □

Registration Options

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| Non-Exhibiting Exhibitor Member| $2125 | $2125 |$
| Non-Exhibiting Supplier Non-Member| $2625 | $2625 |$
| Non-Exhibiting Distributor Non-Member| $2625 | $2625 |$

Registration Add-Ons
□ Managing Your Business by the Numbers – Sunday, March 8 (Member) $200 □ Managing Your Business by the Numbers – Sunday, March 8 (Non-Member) $300
□ Spouse/Companion $125 (Limit one spouse/companion registration per full conference registrant. Does not include admission to education sessions or Managing Your Business by the Numbers.)
Name: __________________________________________
□ iFLEX session recording package (member) $75
□ iFLEX session recording package (non-member) $125

Total Payment (for conference registration and add-ons) $ ___________________________

Payment Information
Please make checks payable to “AOCA”
To pay by credit card, please register at www.aoca.org. For your security, do not include credit card information on this form.

CANCELLATION POLICY
All cancellations must be received in writing no later than February 16, 2015. All monies will be refunded minus a $75 processing fee. After February 16, there are no refunds. Registrations may, however, be transferred to another employee at your facility. Transfer requests must be made in writing to AOCA@showcare.com.
AOCA: Here’s why membership matters

The fast-lube industry has many sizes of companies, with all types of business models, serving automotive consumers. Whether you are an independent, one-store owner, large franchisee with multiple locations, or a vendor, you are part of one dynamic industry. The Automotive Oil Change Association is the sole organization dedicated to you and your business.

IF YOU HAVEN’T RENEWED YOUR 2015 MEMBERSHIP DUES RENEW NOW AT WWW.AOCA.ORG AND SAVE ON IFLEX REGISTRATION RATES!

ACT NOW – Register by February 2 to Save!