
SAMPLE BHPH GROUP SIXTY-FIRST MEETING

ISLAND RESORT

XXX Resort Road
Island, Florida XXXXX
XXX.XXX.XXXX

Saturday, January 23, 2016

Welcome Reception	Overlook	6:30 PM to 8:30 PM
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Sunday, January 24, 2016

Breakfast	Ballroom	7:30 AM
Meeting	Ballroom	8:00 AM to 4:00 PM
Lunch	Ballroom	12:00 PM
Group Dinner	Kings Lawn	6:30 PM

Monday, January 25, 2016

Breakfast	Ballroom	7:30 AM
Meeting	Ballroom	8:00 AM to 12:00 PM

Executive Moderators – **Mr. Executive Moderator**
Meeting Chairperson – **Mr. Chairman**

Sunday, January 24, 2016 – 7:30 AM to 4:00 PM

1. 7:30 AM

Breakfast

2. 8:00 AM

General Business Session – Mr. Executive Moderator

A. Welcome to Members, Member Candidates

Self-introduction of Member Candidates – *Please tell us about:*

- You and your family
- Your business career – How did you happen to get into this business?
- Your dealership, facility, market, employees, etc.
- Prior Twenty Group experience, if any
- Your goals and ambitions, both personal and professional
- Other dealerships or businesses in which you are involved

B. Announcements

- Meeting Packet and Agenda
- Future Meeting Dates and Sites
- Other Announcements

C. If any Member is considering leaving early, before the final adjournment on the last day, he/she should have made their request and reasons known to **Chairman** at **XXX.XXX.XXXX** or **XXXXXXXX@XXXXXXXX.com** and **Twenty Groups Assistant** at **XXX.XXX.XXXX** or **XXXXXX@niada.com**, prior to this meeting.

D. The success of this meeting is solely dependent upon the desire, curiosity, and participation of each Member. Members must come prepared to share the results of his/her successes and/or frustrations. *“Bring one idea and take home twenty.”*

E. Meeting Expenses - Every Member coming to the meeting will be expected at each function, unless NIADA is notified to the contrary three days prior to the meeting. Hotels and restaurants are given guarantees based on this policy. Please review the Roster of Activities prior to the meeting and notify **Twenty Groups Assistant** of any changes at **XXX.XXX.XXXX** or **XXXXXX@niada.com**.

3. 8:05 AM

Focus Statement for Our Meeting

We will briefly poll our Members to identify any particular discussion topics that are not already on the Agenda. If there are any topics that you feel should be discussed before we adjourn on Monday, please offer them now. We have allowed open discussion time to cover these items at the end of the program on Monday.

Sunday, January 24, 2016 – Continued

4. 8:15 AM

Idea Time – All Members/Managers and Member Candidates Participate



Each Member and Member Candidate is expected to enter this competition by presenting an idea or procedure that he/she feels can apply to every Member. The goal of this session is for each Member and Member Candidate to present a concept that, if implemented, will make or save the other Members enough money to pay for this trip. Think increased gross and sales, expense reduction, or improved efficiency.

We will ask each Member to present an idea that is the best thing they have done for their business in 2015. You must have utilized your idea and believe it had a major impact on your operation. This can be in sales, service, finance, etc. Dealer-owners you may have your manager(s) present this idea if you wish.



Please send your idea to Twenty Groups Assistant at XXXXX@niada.com no later than **NOON EST ON FRIDAY, JANUARY 15, 2016.** This is a firm deadline date to allow us time to prepare the idea books.

Each Member will contribute **\$50.00** to the Idea Fund. Non-participation cost is **\$100.00.**

After each presentation, the Members will vote on the merits of the idea presented. The two Members with the most votes will split the kitty, first and second place.

Rules:

- A. Your idea must have been tried and proven.
- B. You **must** have a handout to qualify.
- C. There is a five (5) minute presentation time limit. PLEASE OBSERVE!!!!
- D. You must be present to win.
- E. A ten-point voting system will be used. Vote after each presentation. You cannot vote for yourself.

Awards:

1st Place = 70% of kitty 2nd Place = 30% of kitty

Votes of 1-10 will be accepted; 10 being the best and 1 being the worst.

5. 10:00 AM

Break

6. 10:15 AM

Follow Up Discussion on Digital Dealer Conference

Some of our Members attended the Dealer Conference late last year. We want to discuss the latest trends in digital marketing strategy and what should you be considering for 2016. Even if you were not at the conference but have some great ideas on digital marketing this is the time to present and discuss.

Sunday, January 24, 2016 – Continued

7. 11:00 AM **Texting for Marketing and Service Reminders with Focus on Compliance**

Since the last meeting several Members asked for a discussion and demonstration of the texting product developed by the XXXXXX that can be utilized for marketing, service reminders, and collections (for those in BHPH). Based on watching dozens and dozens of dealers and how they utilize text they have developed a product customized for the auto industry while accumulating a wealth of knowledge about the compliance issues related to texting. Today we will look at a solution that represents best practices as it relates to texting for marketing, collections, and service.

8. 11:30 AM **Hot Topic Discussion**

We will spend time discussing the hot topics identified during agenda number 3 above or submitted in advance of the meeting.

9. 12:00 PM **Lunch**

10. 1:00 PM **Composite Study and Review – Special Focus on 2015 Performance**



For our Composite Study and Review we will be using the **DECEMBER 2015** Composite. **All reporting should be saved and submitted to the www.twentygroups.com no later than NOON EST ON FRIDAY, JANUARY 15, 2016.** Please make sure your data is entered so you can maximize the benefits of Composite time.

2015 is in the books – and now it is time to evaluate the performance of our Members as reflected in the composite. We will start with an in-depth review of page two and discuss those that outperformed and improved the most. How did you achieve these results? How do you carry the momentum into 2016?

We will also review expense structure as we have an entire year worth of data. Where do you need to make adjustments for the new year?

Managers please be prepared to answer questions about your areas of responsibility in the composite. We want to hear from the front lines as to what is driving your results.

We need to continue to hold each and every Member accountable for his/her results in the Composite. You must review your numbers before they are submitted to www.twentygroups.com.

Do not count on, “That number isn’t right,” as an acceptable excuse.

11. 2:30 PM **Beverage Break**

12. 2:45 PM **Composite Study and Review – continued**

13. 4:00 PM Adjournment

**PLEASE MEET AT 6:30 PM FOR DINNER
ON THE KINGS LAWN**

Monday, January 25, 2016 – 7:30 AM to 12:00 PM

14. 7:30 AM **Breakfast**
15. 8:00 AM **Review of Meeting Discussions from Sunday**
16. 8:10 AM **Business Session** – Member Candidates are excused for the next 15 minutes

- A. Review of Membership
- B. Proposed Prospects for Membership
- C. Moderator Report
- D. Selection and Review of Future Meeting Sites and Dates

Dates of Future Meetings:

#62 **June 11-13, 2016 (S, S, M)**
Hotel/Location to be Determined

#63 **September 17-19, 2016 (S, S, M)**
Hotel/Location to be Determined

- E. Other Business

17. 8:30 AM **Requested Agenda Topics**
- A. Agenda Topic Form – Please complete the Agenda Topic Form. A discussion will follow to assist the Agenda Committee in structuring our next meeting.
 - B. Collection of Agenda Suggestion forms for the next meeting.
 - C. Select Meeting Chairperson.

18. 8:45 AM **Member/Manager Presentation – What Do I Need to Do in 2016?**



Each Member/Manager in the room will present and discuss the most critical item they need to change or focus on to be successful in 2016. What do you need to modify in your business to maximize results? What area concerns you the most and how are you addressing it? What feedback would you like from your fellow dealer/managers in the room?

If you need A/V items such as a projector please email **Twenty Groups Assistant** at **XXXXXX@niada.com** to arrange in advance.

Thank you in advance for your preparation.

Monday, January 25, 2016 – Continued

- 19. 10:00 AM **Beverage Break**
- 20. 10:15 AM **Member/Manager Discussion – continued**
- 21. 11:00 AM **Lender Update and Discussion**

We always save a few moments to update the group on any hot lenders to determine who is buying paper and who is not? Please offer any comments as to where you are having success in financing and/or leasing units.

- 22. 11:30 AM **Review and Open Discussion of Hot Topics**

Quite often, we run out of time to discuss hot topics that you would like to see addressed. We have set aside ample time to discuss the hot topics identified on Sunday. Note any additional items below that you would like to discuss:

- 1. What have you implemented since our last meeting?
- 2. _____
- 3. _____

- 23. 11:55 AM **Closing Comments – Mr. Executive Moderator and Mr. Chairman**
- 24. 12:00 PM **Adjournment**

**THANK YOU FOR YOUR BUSINESS
AND HAVE A SAFE TRIP HOME!**