

# United Servicers Association Regional Service Meeting

## October 22 - 23, 2009

Holiday Inn / Airport  
2707 Little Rock Rd.  
Charlotte, NC 28214



Sponsored By



**Here is your chance to sharpen your business and technical skills in a seminar you won't want to miss!**

**Thursday October 22, 6:00pm - 9:00pm**

- **Open Roundtable Discussion**  
covering common business management issues.

**Friday October 23, 8:00am - 12:00pm**

- **Paul MacDonald\***, shows how to build customer loyalty, increase your chances of a repair vs. replacement and enhance your profitability.
  - Understand the true cost of doing business and how to calculate it.
  - Understand what drives your first call completes and how to increase them.
  - Learn the advantages of flat rate pricing and discover how much you're leaving behind.

**Lunch provided from 12:00pm - 1:00pm**

**Service Training, 1:00pm - 5:00pm**

- Whirlpool Field Service Representative **Dan Manley** will provide technical training on current issues facing servicers.

**TO REGISTER YOU MUST FILL OUT THIS FORM COMPLETELY AND RETURN TO D&L PARTS COMPANY BY OCTOBER 9, 2009: Fax To: 800-398-3443, attention Sherry.**

### CHOOSE METHOD OF PAYMENT

Bill D&L Account #: \_\_\_\_\_ *fee will appear on October, 2009 Statement*

Address associated with D&L Account: \_\_\_\_\_

Pay By Check: **MAIL CHECK WITH COMPLETED FORM TO:**  
D&L Parts Company • PO Box 31816 • Charlotte, NC 28231

Bill Charge Card #:

VISA  MasterCard  American Express **Charge Card Expiration Date:** \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Address associated with charge card: \_\_\_\_\_

**NOTE: YOU ARE NOT REGISTERED UNTIL D&L RECEIVES COMPLETED FORM AND PAYMENT IS ARRANGED.**

**No Refunds After 10-9-09.** If you do not receive confirmation of your registration by **October 15, 2009** please call: **704-374-0705, Ext. 134**

**\$75**  
per person

### Included in Your Registration Fee:

- **1 Year Regional Membership in United Servicers Association** with take-home spiral binder loaded with technical, consumer and business management reference information
- **Certificate of Completion for Technical and Business Sessions**
- **Free Subscription to USA Electronic Newsletter**
- **Discounts on many industry publications**

\* **Paul MacDonald** is founder of Factory Appliance Service in Toronto Canada. After growing his business to 38 techs and 75 employees, he sold the business in 2006. Paul joined United Servicers Association in 1998 and served as its president from 2001 to 2005. It was through his participation with USA that Paul learned to grow his business and increase its profits. Today Paul is a consultant to service companies and retailers who are looking to improve their operations and increase profits.

Company Name: \_\_\_\_\_

Name of technician attending the event: \_\_\_\_\_

Phone Number (required) \_\_\_\_\_

**e-mail address (required)**  
your registration confirmation will come via e-mail unless you request otherwise.

D&L Branch Where You Do Business: \_\_\_\_\_