



NCM® Associates to Discuss Competitive Automotive Service Maintenance Agreements at the NAMAD 2011 Member Conference

NCM® Associates (www.ncm20.com) announced today its support of the National Association of Minority Automobile Dealers (NAMAD) 2011 Member Conference taking place July 21-23, 2011 at THEhotel at Mandalay Bay in Las Vegas. NCM will conduct a session on strategic service maintenance agreements designed to enhance customer satisfaction and increase dealership revenue. In addition, NCM will be offering several valuable tools to the NAMAD 2011 Member Conference attendees including a complimentary booklet of automotive dealership best practices and a chance to win a management training class from the NCM® Institute Center for Automotive Retail Excellence. NCM Associates represents many NAMAD member dealerships in its 20 Groups and Retail Operations Consulting programs and hopes to elevate awareness of its minority dealership development service offerings through its support of the NAMAD 2011 Member Conference.

Overland Park, Kan., 12 Jul. 2011 — [NCM Associates](http://www.ncm20.com), a leading provider of retail automotive 20 Group services, Education, Retail Operations Consulting and the originator of the [NCM Benchmark® for Success](#) program for automobile dealers, is presenting a session on competitive service maintenance agreements to the attendees of the upcoming [National Association of Minority Automobile Dealers](#) 2011 Member Conference in Las Vegas, Nev. The conference is the organization's annual education and trade event for its members. NAMAD, founded in 1980, is committed to increasing opportunities for ethnic minorities in all aspects of the U.S. automotive industry.

"We are looking forward to meeting the NAMAD members at their annual industry event," said NCM President and CEO, Paul A. Faletti, Jr. "We have a firm foundation in minority dealer development and are eager to demonstrate our competencies in helping the NAMAD dealers address the challenges and opportunities they are facing today." NCM currently supports many NAMAD members through its 20 Group, Education and Consulting services designed to help retail automobile dealers reach their maximum profit potential through careful attention to operations best practices and performance Benchmarks®. Faletti added that NCM's support of the 2011 NAMAD Member Conference will provide the perfect backdrop for making all of NAMAD's members aware of that effort.

Commenting on NCM's first-time participation at NAMAD's 31st Annual Membership Meeting, NAMAD President Damon Lester, said, "I am pleased that NCM is taking advantage of this opportunity to learn more about the challenges facing minority-owned dealerships, as the recent downturn in the retail automotive industry has been especially difficult for our members." He continued, "Our member conference is the industry's leading event specifically for minority automobile dealers and presents our members with an outstanding opportunity to learn how to be even better operators. Including NCM Associates in our education program will expose them to yet another resource to aid them in taking their dealerships to the next level."

NCM Executive Conference Moderator and [NCM® Institute](#) Service Management faculty instructor, Dennis Gregg, will be presenting a session entitled, *Maximizing CSI through Competitive Service Maintenance Agreements* at 9:30 a.m. on July 22 as part of the Conference's workshop line-up. Gregg will present a service maintenance agreement model sales process that adds more value for the customer and drives untapped revenue into the dealership.



About NCM Associates, Inc.

[NCM Associates, Inc.](http://www.ncm20.com) is the originator of the automotive industry 20 Group peer collaboration process and has been providing dealership Benchmarking, Education and Retail Operations Consulting services to the industry since 1947. Located in Overland Park, KS, NCM provides a robust suite of services designed to drive dealership profitability using its proven, operations-focused Benchmark® for Success program with new and pre-owned U.S. automotive dealerships, as well as with dealerships in more than 20 other industries. For more information about NCM Associates, visit www.ncm20.com or call 800.756.2620.

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