

# 2019 DIVERSIFY CONVENTION

## IMPORTANT INFORMATION:

- ⇒ Convention Registration is open Thursday, March 7th from 11am-1pm and Friday, March 8th from 9am-11am.
- ⇒ The official opening ceremony starts Thursday, March 7th at 1pm followed by the “Owners only meeting”. Owners are allowed to invite their associates to this meeting. No associates without permission from owners allowed.
- ⇒ The Vendor room is open on Thursday from 2pm -5pm, Friday 9am-5pm and Saturday 9am-2pm.
- ⇒ Hospitality Room opens at 7pm on Thursday. Snacks provided. The first drink (non-alcoholic, wine or beer) is on us. You will receive a drink ticket upon registration.
- ⇒ **ATTENTION APR-TECHNICIANS: Friday’s Exterior Sessions are at Dr. Vinyl Headquarters. Shuttle service from Marriott Hotel to Dr. Vinyl Headquarters leaves at 9am sharp! Shuttle service from Dr. Vinyl Headquarters back to Marriott Hotel leaves at 4pm sharp! Please be on time. Bus will not wait. Of course, you’re welcome to use your own transportation or ride-share.**
- ⇒ All demonstration sessions are color-coded. **Blue = Interior, Green = Upholstery, Red = Auto Paint Repair.** Information about demonstrators and presentations are shared at the individual “Welcome to Convention” meetings.
- ⇒ Friday & Saturday Lunch provided by Dr. Vinyl Corporate office. (Friday there will be lunch at the hotel AND at the Dr. Vinyl Headquarters )
- ⇒ Entertainment Event this year will be a karaoke contest. 1st, 2nd and 3rd place will receive a prize!!!
- ⇒ Saturday afternoon, all sessions in Independence, Liberty, Westport and Pavilion (Vendor room) will close at 1:50 PM. At 2:00 PM, we highly encourage everyone to join us in Salons A-E for the “Maximize Productivity Among Colleagues” and the “Sales and Marketing” sessions.
- ⇒ Dress Code for Saturday nights Awards ceremony is business casual.
- ⇒ Detailed description of Vendors and Vendor Exhibit are found on page 10. Detailed description of demos and sessions on pages 7—9 .

Thursday, March 7th, 2019

Registration Desk Open from 11 am to 1pm!



TIME	Session	Description	Presented by	Room
1:00 pm— 2:00 pm	Official Opening	Welcome to the <b>2019 “Diversify” Convention</b>	Richard Reinders, CEO	Grand Ballroom
2:00 pm — 5:00 pm	<b>Owners Only Meeting</b>	State of the Company Open Mic Discussion	Richard Reinders, CEO	Grand Ballroom
2:00 pm— 5:00 pm	Vendor Room Open	15 + Vendors, live demonstrations and special offers!	Various Vendors	Pavilion
7:00 pm— 11 pm	Hospitality Room	Meet and Mingle! Snacks provided, Cash Bar	Vickie Borron	Breakout Rooms

Friday, March 8th, 2019

Registration Desk Open from 9 am to 11 am!



TIME	Session	Description	Presented by	Room
Shuttle to HQ 9am	<b>EXTERIOR/ SHUTTLE</b>	<b>Shuttle to Dr. Vinyl Headquarters leaves at 9am Sharp from the hotel main entrance</b>	<b>Kansas City Transportation Group</b>	-----
9: 00 am— 5:00 pm	Vendor Room Open	15 + Vendors, live demonstrations and special offers!	Various Vendors	Pavilion
9: 00 am— 10:00 am	INTERIOR	Welcome Interior Technicians	<b>Teresa Lang</b>	Independence Room
	INTERIOR	FOG-IT Sanitizer	<b>Greg Lincoln</b> <i>FOG-IT</i>	Independence Room
10:00 am— 12:00 pm	INTERIOR	Viper Products Demonstrations (Repeated Sessions)	<b>Tom Piontek</b>	Liberty Room
10: 00 am— 11:00 am	INTERIOR	Vinyl Flooring Repair	<b>Clifton Gentry</b>	Independence Room
	UPHOLSTERY	Welcome Upholstery Technicians	<b>Steve Gwadera</b>	Westport Room
	UPHOLSTERY	General Discussion and Q&A	<b>Steve Gwadera</b>	Westport Room
	EXTERIOR	Welcome APR Technicians	<b>David Lang</b>	<b>AT HQ—Bay I</b>
	EXTERIOR	Nanoskin Demonstrations	<b>Edric Taira</b> <i>Nanoskin</i>	<b>AT HQ—Bay I</b>
	EXTERIOR	Wheel Repair and Refinishing	<b>Chris Hawkins &amp; Jimmy Harcum</b>	<b>AT HQ—Bay II</b>
11:00 am— 12:00 pm	INTERIOR	FOG-IT Sanitizer	<b>Greg Lincoln</b>	Independence Room
	UPHOLSTERY	Sewing and Upholstery Demo	<b>Nina Greenfield</b>	Westport Room
	EXTERIOR	Pre & Post Scan Tool For Collision Repair	<b>Doug Hancock</b>	<b>AT HQ—Bay I</b>
11:00 am— 12:00 pm	EXTERIOR	“The Need For Speed” New Clear Coat	<b>Michael Higgins &amp; David Brandts —SpeedoKote Steve Hawkins</b>	<b>AT HQ—Bay II</b>
12:00 pm— 1:00 pm	<b>AT THE HOTEL: LUNCH PROVIDED BY CORPORATE OFFICE</b>			Grand Ballroom
	<b>AT DR. VINYL HQ: LUNCH PROVIDED BY CORPORATE OFFICE</b>			Conference Room

Friday, March 8th, 2019



TIME	Session	Description	Presented by	Room
9: 00 am— 5:00 pm	Vendor Room Open	15 + Vendors, live demonstrations and special offers!	Various Vendors	Pavilion
1: 00 pm— 1:50 pm	INTERIOR	Awesome Sauce	Christopher Oesterling & Bill Hubbard	Independence Room
	UPHOLSTERY	Interior Technicians Offering Upholstery	Mitchell Reid & Todd Lester	Westport Room
	EXTERIOR	Wheel Repair and Refinishing	Chris Hawkins & Jimmy Harcum	AT HQ—Bay II
	EXTERIOR	Polishing for Profit—Buffing and Polishing	Richard Tyler	AT HQ—Bay I
1:00 pm— 5:00 pm	INTERIOR	Viper Products Demonstrations (Repeated Sessions)	Tom Piontek	Liberty Room
2:00 pm— 2:50 pm	INTERIOR	Cyclone Stain Removal	Lisa Farley	Independence Room
	UPHOLSTERY	Open Discussion	Steve Gwadera & Mitchell Reid	Westport Room
	EXTERIOR	National Oaks Product Demonstration Sandpaper, Clear Coat & Tape	Gerard Vanderhoorn <i>National Oaks Products</i>	AT HQ—Bay II
	EXTERIOR	Chipbuster 3n1 Demonstration	Rick Prickel	AT HQ—Bay I
3:00 pm— 3:50 pm	INTERIOR	Wheel Refinishing for Interior Techs	Todd Lester	Independence Room
	INTERIOR	Tips and Tricks	Brian Greenfield	Westport Room
	EXTERIOR	Bumper Repair & Refinish	Jeff Rolloff	AT HQ—Bay II
	EXTERIOR	New Aerosol Primers and More...	Michael Higgins & David	AT HQ—Bay II
Shuttle to Hotel 4pm	EXTERIOR/SHUTTLE	Shuttle to Marriott Hotel Leaves at 4pm Sharp!	Kansas City Transportation Group	-----
4:00 pm— 4:50 pm	INTERIOR	Vinyl Siding Repair	Doug Hancock	Independence Room
	INTERIOR	Questions and Answers Open Training	Teresa Lang, Steve Gwadera & Raymond Scott	Westport Room
7:00 pm— 11:00 pm	Buffett Style Dinner provided by Dr. Vinyl Corporate Office, Cash bar			Grand Ballroom
8:30 pm— 11:00 pm	Karaoke Contest—Show your talent, win great prizes!			Grand Ballroom

Saturday, March 9th, 2019



TIME	Session	Description	Presented by	Room
9: 00 am— 2:00 pm	Vendor Room Open	15 + Vendors, live demonstrations and special offers!	Various Vendors	Pavilion
9: 00 am— 10:00 am	INTERIOR	Wheel Refinishing for Interior Techs	<b>Todd Lester</b>	Independence Room
	INTERIOR	Awesome Sauce—Stain Removal	<b>Christopher Oesterling</b>	Westport Room
	EXTERIOR	Total Care Products for the Automotive Industry	<b>Edric Taira</b> <i>Nanoskin</i>	Pavilion
10:00 am— 12:00 pm	INTERIOR	Viper Products Demonstrations (Repeated Sessions)	<b>Tom Piontek</b>	Liberty Room
10: 00 am— 11:00 am	INTERIOR	Vinyl Flooring Repair	<b>Clifton Gentry</b>	Independence Room
	UPHOLSTERY	Sewing Demonstration	<b>Nina Greenfield</b>	Westport Room
	EXTERIOR	Need for Speed —Q & A	<b>Michael Higgins &amp; David Brandts</b> <i>SpeedoKote</i>	Grand Ballroom A
11:00 am— 12:00 pm	INTERIOR	Stain Removal and Detailing Products Demonstration	<b>Edric Taira</b> <i>Nanoskin</i>	Pavilion
	INTERIOR	Vinyl Siding Repair	<b>Doug Hancock</b>	Independence Room
	UPHOLSTERY	Questions and Answers with Mitch & Steve	<b>Mitchell Reid &amp; Steve Gwadera</b>	Westport Room
	EXTERIOR	Auto Paint Repair— General Discussion Online Color, Wheels, Paint, Clears, etc.	<b>APR-Technicians</b>	Grand Ballroom A
12:00 pm— 1:00 pm	<b>LUNCH PROVIDED BY CORPORATE OFFICE</b>			Grand Ballroom

9: 00 am— 2:00 pm	Vendor Room Open	15 + Vendors, live demonstrations and special offers!	Various Vendors	Pavilion
1: 00 pm— 1:50 pm	INTERIOR	Cyclone—Stain Removal	<b>Lisa Farley</b>	Independence Room
	INTERIOR	Tips and Tricks	<b>Brian Greenfield &amp; Lisa Farley</b>	Liberty Room
	INTERIOR	Questions and Answers Open Training	<b>Teresa Lang, Steve Gwadera &amp; Raymond Scott</b>	Westport Room
	EXTERIOR	APR— Thoughts and Recommendations for 2020 Convention!	<b>APR-Technicians</b>	Grand Ballroom A

Saturday, March 9th, 2019



TIME	Session	Description	Presented by	Room
2:00 pm— 3:00 pm	<b>Maximize Productivity Among Colleagues</b>	How To Emphasize Strengths and Minimize Weaknesses	Joseph Oesterling & Janet Pribble	Grand Ballroom
3:15 pm — 4:30 pm	<b>SALES &amp; MARKETING</b>	Getting New Business Tips and Tricks From A Top-Dr. Vinyl-Salesman	Bill Hubbard	Grand Ballroom
6:00 pm— 7:00 pm	<b>Group and Individual Pictures will be taken outside of the Grand Ballroom</b>			Grand Ballroom
7:00 pm— 11:00 pm	<b>***AWARDS NIGHT**</b> <b>Buffett style dinner provided by the Dr. Vinyl corporate office followed by our annual AWARDS CEREMONY</b> <b>*Dress code: Business Casual *Cash bar</b>			Grand Ballroom

# GENERAL SESSIONS

OWNERS ONLY MEETING	Welcome to convention, State of the company, Open mic discussions and so much more...
HOSPITALITY ROOM	Meet and mingle with your fellow owners and associates while enjoying snacks and drinks...
PRIVATE SESSIONS	Sign up for a private 1-1 session with the CEO...
KARAOKE CONTEST	Repairing damage is not your only talent? Show your singing talent and win great prizes....
VENDOR ROOM	15 + Vendors, Live demonstrations and special offers! Check it out, don't miss out....
SALES & MARKETING	Having a hard time finding new customers? Listen to the best tips and sales advice given by one of our Top-Dr. Vinyl - Salesman... <b>EVERYONE MUST ATTEND!!!!</b>
MAXIMIZE PRODUCTIVITY AMONG COLLEAGUES	How to Emphasize Strengths and Minimize Weaknesses! <b>EVERYONE MUST ATTEND!!!!</b>
AWARD NIGHT	Celebrate with us in <b>Business Casual</b> attire and receive awards for all your hard work!

# INTERIOR SESSIONS

INT—FOG IT SANITIZER	Fog it does more than just deodorizing vehicles. It also sanitizes. Find out about the new selling-points for one of our all-time-favorite products.
INT—VIPER PRODUCTS	Test and hear about the newest products by our number one interior repair vendor.
INT—AWESOME SAUCE	Check out the secret ingredients to this all-around awesome stain remover for organic stains on fabrics and carpets. Live demonstration removing nasty stains.
INT—CYCLONE	Big stained areas? No problem for this nifty tool. Remove big areas of stain in no time! Combine it with awesome sauce and be amazed on how much time and money you can save on stain removal!!
INT—NANOSKIN PRODUCTS	Nanoskin Car Care products manufacturers the highest quality products for professional automotive detailing and reconditioning. Their cutting edge nanotechnology products offer cleaning solutions & surface treatments for Interiors and Exteriors of todays vehicles.
INT—VINYL SIDING	Every interior technician should offer vinyl siding repair services. Learn about the quickest, easiest and most effective ways to repair vinyl siding and make a small fortune even when the car sales are down...
INT—VINYL FLOORING	This is another service every interior technician should offer. Even if you're not doing vinyl flooring as of yet—visit the vinyl flooring demonstrations and you'll be surprised to see that you probably already got all the products needed for this money-making service.
INT—WHEEL REPAIR FOR INTERIOR TECHNICIANS	Attention All Interior Techs. Are you leaving money on the lots? This service can drastically change your business. The return on your investment is high and the startup cost is very affordable.
INT— TIPS AND TRICKS	Easy tips and tricks to increase your profits and intensify the value of your services to your customer. Top technicians share their best ideas, tips and tricks. Learn from them or share your own experiences and tricks in this popular interior session.
INT—QUESTIONS AND ANSWERS	Generations of Interior-Trainers gather here to make sure you don't leave with any un-answered interior related questions. Feel free to answer questions of others as well.
INT—PRODUCT TESTING AND OPEN TRAINING	Did we not cover something you wanted to see? Did you want to show your favorite way of doing a repair? This is the session for you then!! We will bring a selection of products for you to test and train with.



# EXTERIOR SESSIONS

APR - Polishing For Profit	Are you leaving money on the lots? All APR technicians have the ability to Buff & Polish a vehicle. Using your current tools, you can add this service to your arsenal and watch your sales increase. You can also work on your polishing process or help someone else perfect theirs.
APR - "The Need For Speed" - New Clear Coat By SpeedoKote	Learn how to effectively use a single clear coat in all temperature conditions as well as "beat the rain" scenarios. Benefits include: Air Dry to Sand in less than 20 Minutes, No Flash necessary between coats, Dust Free in 2 Minutes.
APR - Q & A	Let's discuss all the benefits of the New Speed Clearcoat and the New Aerosol Primers. Many other fascinating products available to make your job faster and more cost effective.
APR - ChipBuster 3-N-1 Demonstration	ChipBuster 3-N-1 is a product that every technician should have on hand. It is a MONEY MAKER!
APR - Wheel Repair & Refinishing Program	Is Wheel Refinishing a part of your business?. If you are not offering this service, you are leaving money on the table for your competition.
APR - Pre and Post Scan Tool For Collision Repair	Learn why the Pre and Post Scan Tool is an important part of the collision repair process for all technicians, dealers, insurance companies and vehicle owners. Without this tool, you could be losing some business in the very near future.
APR - Automotive Paint Repair in the Northern States	Many times, the weather dictates if we are able to go to work. However, the winter months can be brutal up North but if you don't work, you don't make money. Let us show you how we go about our daily business while working in frigid weather.
APR - Total Care Products for the Automotive Industry by Nanoskin	Nanoskin Car Care products manufacturers the highest quality products for professional automotive detailing and reconditioning. Their cutting edge nanotechnology products offer cleaning solutions & surface treatments for Interiors and Exteriors of todays vehicles.

# UPHOLSTERY SESSIONS

UPH—INTERIOR TECHS OFFERING UPHOLSTERY SERVICES	Attention All Interior Techs. Are you leaving money on the (upholstery) table? Offering upholstery can drastically change your business.
UPH—TIPS AND TRICKS	Can't teach an old dog new tricks? Wrong! Check out nifty tips and tricks all around the Dr. Vinyl Upholstery world!
UPH—ROUND TABLE DISCUSSION	Want to share your Upholstery-experience with other technicians or hear what your fellow Dr. Vinyl Upholstery techs do to increase their Upholstery Sales? Don't miss out on the Upholstery Round Table Discussion!
UPH—QUESTIONS AND ANSWERS	Any unanswered Questions left on the Upholstery Table? Make sure to ask and answer as much as possible during the UPH-Q&A sessions!

# Performing Dr. Vinyl/The Doctor's Touch Associates

**A special THANK YOU to all associates & partners that volunteered to participate at this year's Dr. Vinyl/The Doctor's Touch Convention by performing a Demonstration and/or Presentation on a specific topic.**

<b>Bill Hubbard</b>	<b>Associate of Indianapolis, IN</b>
<b>Brian Greenfield</b>	<b>Dr. Vinyl of Green Country OK</b>
<b>Chris Hawkins</b>	<b>Dr. Vinyl of The Cumberland TN</b>
<b>Christopher Oesterling</b>	<b>Dr. Vinyl of Michigan</b>
<b>Clifton Gentry</b>	<b>Dr. Vinyl of Southeastern MO</b>
<b>Doug Hancock</b>	<b>Associate of Omaha NE</b>
<b>Janet Pribble</b>	<b>Dr. Vinyl of Indianapolis</b>
<b>Jeff Rolloff</b>	<b>Dr. Vinyl of Greater Minneapolis</b>
<b>Jimmy Harcum</b>	<b>Associate of The Cumberland TN</b>
<b>Joseph Oesterling</b>	<b>Associate of Michigan</b>
<b>Lisa Farley</b>	<b>Dr. Vinyl of Fon Du Lac, WI</b>
<b>Mitchell Reid</b>	<b>Associate of The Cumberland TN</b>
<b>Nina Greenfield</b>	<b>Associate of Green Country OK</b>
<b>Raymond Scott</b>	<b>Dr. Vinyl of Springfield, MO</b>
<b>Richard Tyler</b>	<b>Dr. Vinyl of San Antonio</b>
<b>Rick Prickel</b>	<b>Associate Indianapolis, IN</b>
<b>Steve Hawkins</b>	<b>Associate of The Cumberland TN</b>
<b>Todd Lester</b>	<b>Dr. Vinyl of Central Texas</b>