

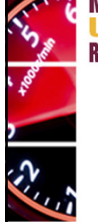
CAR RENTAL SHOW
CAR & TRUCK RENTAL CONFERENCE & EXPO



MAXIMIZE Your Profits
UTILIZE Your Assets
REVOLUTIONIZE Your Business

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Profit Making Ideas to Use Today

Jim Tennant
The Tennant Group

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Best Profit Idea is a part of every Roundtable Meeting.

Members usually get at least one new idea that alone is worth the time and cost of the meeting.

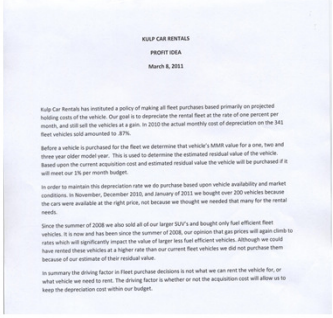
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Mike Kulp
Kulp Car Rentals
Buy vehicles smarter for lower holding costs

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David Wilson
Dollar Thrifty - Nashville
Track your fleet for better holding cost control

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2010 CAMRY

CAR #	MODEL	YEAR	TYPE	PURCHASE PRICE	PURCHASE DATE	SALE PRICE	SALE DATE	SOLO TO	TOTAL DEPRECIATION	AVERAGE MONTHLY DEPRECIATION	BOOK VALUE	GAIN/LOSS
60819	2010 CAMRY	NEW	SAV	19,064.00	Aug-09	12,100.00	Oct-10	DNH	6,964.00	441.50	13,764.00	(5824.00)
60820	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Oct-10	DNH	6,572.00	441.27	13,100.00	(5972.00)
60815	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Oct-10	DNH	6,572.00	441.26	13,100.00	(5972.00)
60828	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Oct-10	DNH	6,572.00	441.26	13,100.00	(5972.00)
60826	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Oct-10	DNH	6,572.00	441.26	13,100.00	(5972.00)
60831	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,100.00	Oct-10	DNH	6,972.00	441.29	13,100.00	(5972.00)
60841	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Oct-10	DNH	6,572.00	441.27	13,100.00	(5972.00)
60816	2010 CAMRY	NEW	SAV	19,064.00	Aug-09	12,500.00	Oct-10	MANHATTAN	6,564.00	441.26	12,460.00	(5527.00)
60822	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Oct-10	INDEPENDIA	6,572.00	441.27	12,460.00	(5527.00)
60817	2010 CAMRY	NEW	SAV	19,064.00	Aug-09	12,500.00	Nov-10	MANHATTAN	6,564.00	441.27	12,240.00	(5784.00)
60846	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Nov-10	MANHATTAN	6,572.00	441.29	12,240.00	(5784.00)
60818	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.28	11,944.00	(5628.00)
60821	2010 CAMRY	NEW	SAV	19,064.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,564.00	441.26	11,944.00	(5628.00)
60823	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.27	12,200.00	(5740.00)
60842	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	11,500.00	Dec-10	MANHATTAN	7,572.00	441.27	12,200.00	(5740.00)
60825	2010 CAMRY	NEW	SAV	19,064.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,564.00	441.26	12,100.00	(5820.00)
60829	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.27	12,100.00	(5820.00)
60830	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.27	12,100.00	(5820.00)
60833	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.27	12,100.00	(5820.00)
60838	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.27	12,100.00	(5820.00)
60840	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.27	12,100.00	(5820.00)
60843	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.27	12,100.00	(5820.00)
60845	2010 CAMRY	NEW	SAV	19,072.00	Aug-09	12,500.00	Dec-10	MANHATTAN	6,572.00	441.27	12,100.00	(5820.00)
AVG50%				19,067.79		12,518.67			6,572.00	441.27	12,100.00	(5820.00)

Note – The full spreadsheet can be downloaded from www.TennantGroup.com.

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Jack Vercollone Verc Car Rental "Free" Money for Training

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During the last 10 years, we have received over \$100,000 in training grants from our state's (Massachusetts) Workforce Training Fund.

There were 3 separate grants and the training was for:

- Selling extras
- Computer training
- Supervision techniques
- Customer service
- Operations management

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Grant funds were met, \$ for \$, with company money, either cash or in kind.

Our match was met by paying employees while they trained.

The company chose a different trainer for each type of training.

Training can be spread over 2 years, minimizing disruptions during busy season.

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The Training Fund comes from every company's Unemployment Tax contribution.

If you are going to have to pay it, you might as well get something back!


Most states have the same or similar training grants available.

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VERC RENTALS
2000 S. Durbin Drive • Phoenix, AZ 85028
(480) 750-1234 • FAX (480) 750-1234



"FREE" MONEY FOR TRAINING

DURING THE LAST TEN YEARS WE RECEIVED OVER \$100,000 IN TRAINING GRANTS FROM THE STATE'S WORKFORCE TRAINING FUND.

THESE WERE THREE SEPARATE GRANTS AND THE TRAINING WAS DONE FOR:

- SELLING EXTRAS
- COMPUTER TRAINING
- SUPERVISION TECHNIQUES
- CUSTOMER SERVICE
- OPERATIONS MANAGEMENT

EVERY DOLLAR OF GRANT FUNDS IS MET DOLLAR FOR DOLLAR WITH COMPANY MONEY OTHER THAN ON THE SHOP. OUR MATCH WAS MET BY PAYING THE EMPLOYEES WHILE THEY TRAINED.

THE COMPANY CHOSE A DIFFERENT TRAINER FOR EACH TYPE OF TRAINING.

TRAINING CAN BE SPREAD OUT OVER TWO YEARS – THIS HELPS TO MINIMIZE DISRUPTIONS DURING BUSY SEASON.


THE TRAINING FUNDS COME FROM EVERY COMPANY'S UNEMPLOYMENT TAX CONTRIBUTION – IF YOU'RE GOING TO HAVE TO PAY THE UNEMPLOYMENT TAX YOU MIGHT AS WELL GET SOMETHING BACK!

NOTE: THERE ARE THE SAME TYPE OF GRANTS AVAILABLE FOR TRAINING.

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Brenda Albright
DISCOUNT
CAR AND TRUCK
RENTALS



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Are you pulling your hair out over employees that forget to do simple tasks?



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Why not take advantage of some simple technology that will cost you absolutely nothing by using the rolling marquee feature on your screen saver to get a message across to your staff.

Set it to come on after a minute of no use and they'll see it right in front of them all day long. When you think they've got the message, change it to something else.

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You'll be jumping for joy with the results in no time!

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Even the most forgetful employee can't use the excuse "Oh I forgot" with this simple, easy to implement reminder / motivational tool.

Best of all. This is even cheaper than string!

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Here are some of the messages we have used:

- Have you sent in a Lead today
- Use the Proper Source Code
- Vehicle Licensing Fee
- Remember the Fuel Purchase Option
- Utilization
- Have you ASKED for the rental

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Discount
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They have all been beneficial, but this one is our favorite by far




ABCDEFGHIJKLM PQRSTUVWXYZ

At Discount Car and Truck Rentals we have removed N and O from our alphabet.
 We NEVER say NO

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Note: The animated Screen Saver with the "NO" flying off is done by converting a Flash display to a screen saver using free software available from instantstorm.com. Get your kid to help you or just use the rolling marquee that is standard in Windows.



ABCDEFGHIJKLM PQRSTUVWXYZ

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Please use the Hilton Notepaper to vote for the Best Profit Idea. Just write one name and pass it to the middle.

- **Mike K** – Buy Vehicles Smarter
- **David W** – Track your fleet sales for lower holding cost
- **Jack V** – Free Money for Training
- **Brenda A** – Screen Saver Rolling Marquee Winning Idea!

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