

2017 TIRE & AUTOMOTIVE CONVENTION & EXPO



Marriott Westchase - Houston, Texas

April 20-22, 2017

CO-SPONSORED BY:

TEXAS TIRE & AUTOMOTIVE ASSOCIATION

AUTOMOTIVE SERVICE ASSOCIATION - TEXAS



Thursday, April 20

- 11:30 Golf Classic - Bear Creek Golf Club
6:30 Welcome Reception - *Marriott Westchase*

Friday, April 21

- 7:30 Continental Breakfast
- TIRE & AUTOMOTIVE EXPO**
- General Sessions**
- 9:00 IT Management - Protecting Your Business
10:00 Passing The Baton
11:00 Connect With Your Customers
12:00 Lunch
1:00 Visit the **TIRE & AUTOMOTIVE EXPO**
1:30 Rapid Round Tables (including)
- Be More Profitable Now
 - Marketing By Text
 - Additional Revenue Sources
 - Future of Affordable Health Care
 - Handling Employee Issues
 - Connected Car Introduction

Friday continued...

- 3:00 Happy Hour at the **TIRE & AUTOMOTIVE EXPO**
Spend time in the EXPO and see the latest in equipment, supplies & services
- 6:30 **Celebration Event - Pub Night**
Enjoy an evening of Food, Fun & Friends

Saturday, April 22

- 8:00 Breakfast Buffet/Annual Membership Meeting
- ADDED VALUE WORKSHOPS**
Additional Registration Fee Applies
Please See Registration Form
- 8:30-12:30
- Diesel For Gas Guys
- *Monty Seltz*
 - Advanced Cooling System Service/Diagnosis
- *Donnie Seyfer*
- 1:30-5:30
- Updating AC Refrigerant Regulations
- *Wayne Herndon*
 - Preparing To Service The Connected Car
- *Donnie Seyfer*



Convention Headquarters Hotel
Marriott Westchase
(800) 452-5110
2900 Briarpark Dr. • Houston, TX 77042

Enjoy the Southern Hospitality and Texas charm of the Westchase Houston Hotel.

The Houston Marriott Westchase welcomes you with a beautiful 10-story atrium lobby. This lovely wide open space offers guests comfortable sitting areas, as well as access to on-site dining outlets. Located off the majestic lobby is our amazing on-site restaurant, The Republic - A Texas Grill, which features a menu with genuine Texas flare in a casual, relaxed atmosphere.

In addition to the many great restaurants in the immediate area, you will enjoy the fantastic shopping in the nearby Galleria. However you choose to spend your time, you will thoroughly enjoy your stay at the Marriott Westchase.

The Convention special rate is \$95 single/double (includes 3 days prior and 3 days following convention dates). Special rate available for reservations made by April 7, 2017.

REGISTER TODAY! For a Registration form visit www.texastiredealers.org or www.asatx.org
QUESTIONS? Call (800) 844-8748. See you in Houston!