

JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
<p>Customer Service: The Value of Customer Feedback</p> <p>Sales/Marketing: Mobile-Friendly Websites</p> <p>Shop Operations: Creating an Optimal Workplace Culture</p> <p>Technology: Integrating Systems to Boost Productivity</p> <p>Shop Management: Working Smarter, Not Harder</p> <p>Shop Profiles: Top Shops Share Best Practices</p> <p>Ad Materials Due: December 15</p>	<p>Shop Branding: Creating Memorable Messaging</p> <p>Human Resources: Improving Team Performance</p> <p>Equipment: Purchases That Can Extend Your Service Portfolio</p> <p>Legal: State Laws Every Business Owner Must Know</p> <p>Finance: Taking Control of Health Insurance Costs</p> <p>Shop Profiles: Top Shops Share Best Practices</p> <p>Ad Materials Due: February 15</p>	<p>Customer Service: Details That Matter Most to Customers</p> <p>Sales/Marketing: Marketing to Millennials</p> <p>Shop Operations: Streamlining Workflow to Maximize Efficiency</p> <p>Technology: Managing Networks</p> <p>Shop Management: The Impact of Shop Software</p> <p>Shop Profiles: Top Shops Share Best Practices</p> <p>Ad Materials Due: April 14</p>
JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
<p>Shop Branding: Leveraging Social Media</p> <p>Human Resources: Training's Impact on Reducing Turnover</p> <p>Equipment: Buying New Vs. Leasing</p> <p>Real Estate: Considerations For Building a New Shop From Scratch</p> <p>Marketing to Women: From Curb Appeal to Cleanliness</p> <p>Shop Profiles: Top Shops Share Best Practices</p> <p>Ad Materials Due: June 15</p>	<p>Customer Service: What Do Millennials Want From Customer Service?</p> <p>Sales/Marketing: Traits of A Successful Small Business Owner</p> <p>Shop Operations: Projecting a Professional Image</p> <p>Technology: Mobile Communications With Your Customers</p> <p>Shop Management: Finding & Training New Employees</p> <p>Shop Profiles: Top Shops Share Best Practices</p> <p>Ad Materials Due: August 15</p>	<p>Shop Branding: Differentiating Your Shop With a Unique Brand Promise</p> <p>Human Resources: Avoiding Discrimination Lawsuits When Hiring</p> <p>Equipment: Diagnostic Equipment Considerations</p> <p>Leadership: The Owner Sets the Tone</p> <p>Shop Safety: In the Bays</p> <p>Shop Profiles: Top Shops Share Best Practices</p> <p>Ad Materials Due: October 13</p>

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Sales Staff

330.670.1234

Bobbie Adams badams@babcox.com	x238	Don Hemming dhemming@babcox.com	x286
Glenn Warner gwarner@babcox.com	x212	Jennifer Hazen jhazen@babcox.com	x224
Jamie Lewis jlewis@babcox.com	x266	Roberto Almenar ralmenar@babcox.com	x233
John Zick jzick@babcox.com	805-845-1400	David Benson dbenson@babcox.com	x210
Karen Kaim kkaim@babcox.com	x295	Scott Shumacker sshumacker@babcox.com	x222
Doug Basford dbasford@babcox.com	x255	Andie Martin amartin@babcox.com	x207



3550 Embassy Parkway, Akron OH 44333-8318
p.330.670.1234 f. 330.670.0874 www.babcox.com