April 2012



WWW.EXPRESS-ADI.COM

EXPRESS DEALER ACCESSORIES

ADI UPDATE



Deliver an eligible vehicle with eligible accessories and/or LPOs to a retail customer from April 3 to April 30, 2012, and you could earn a spin where you might win up to 850 GM earnPOWER rewards points! One spin per qualifying VIN.

The more eligible vehicles with accessories you sell, the more you spin.



To claim your spin or for more details, visit www.gmearnPOWER.com.

KEY PROGRAM DETAILS

Program Dates: April 3 – April 30, 2012

Who is Eligible?

New vehicle sales team members and new vehicle sales managers employed at a Chevrolet dealership as of April 3, 2012, who also possess a valid GMIN.

Participating Chevrolet dealerships must be enrolled in 2012 Mark of Excellence (MOE).

918-317-6890 • 800-676-8513

Fax 918-217-1250



www.Express-adi.com

12007 E 61st Street Tulsa, OK 74146

QUALITY

Win with GMC Accessories

PEACE OF MIND

NVENIENCE

- Distance Matters

ELIGIBLE ACCESSORIES



CAMARO

21" 5 Spoke Gray Painted – EA572/EA575 21" 5 Spoke Polished – EA576/EA573 21" 5 Spoke Silver w/Red – EA287/EA288 21" Year 1 Black Painted – EA279/EA281 21" Year 1 Polished w/Black – EA282/EA280 21" Year 1 Silver Painted – EA170/EA171

DOUBLE SPIN Value!!

Cup Holder Lighting Package

Door Sill Plates

Engine Cover

Footwell / Cup Holder Lighting Package

Gill Decals

GM Performance Exhaust

Ground Effects - Argent

Ground Effects - Body Color

Heritage Grille

Quarter Flares

Spoiler - Blade (N/A on Convertible)

Spoiler - Wing (Units w/o OEM Spoiler only)

Tonneau Cover (Convertible only)

Windscreen (Convertible only)

SONIC

16" Painted Wheels - White or Black

17" Painted Wheels - White or Black

All Weather Mats

Cargo Net

Decklid / Liftgate Applique - Chrome

Door Handles

Door Sill Plates

Fog Lamp Kit

Grille Surround - Painted

Mirror Covers - Chrome

Mirror Covers - Painted

Pedal Covers

Remote Start Kit

Side Window Air Deflectors

Splash Guards - Front and Rear

Spoiler - Painted

VOLT

Cargo Mat - Premium All Weather Cargo Net Door Sill Plates Floor Mats - Premium All Weather Front Window Shade Rear Seat Storage / Barrier Vehicle Cover - Green w/Volt Logo

CORVETTE

15 Spoke Polished Wheel - C6900

5 Piece Side Cove Mesh Package - Z06 only

7 Spoke Chrome Wheel - C6898

Battery Charger

Behind Seat Storage Bags - Set of 2

Cargo Mat - Premium Carpet

Cargo Organizer

Floor Console Lid w/Embroidered Logo

Dead Pedal Cover

Decklid Liner - Convertible

Door Handles - Body Color

Door Sill Plates

Engine Cover

Floor Mats - Premium Carpet

Front End Cover (Bra)

Front License Plate Holder - Body Color

Interior Trim Kit

Lower Grille Mesh Insert

Molded Front and Rear Splash Guards

Pedal Covers

Rear Bumper Fascia Protector

Rear Exhaust Mesh Insert

Rear License Plate Holder - Body Color

Removable Roof Panel - Transparent

Roof Panel Storage Bag

Side Cove Mesh Insert

Spoiler - Body Color

Spoiler - Body Color Full Width

Spoiler - Body Color Z06 Style

Underhood Lamp Package

Underhood Liner

Windscreen - Convertible only

CRUZE

17" Chrome Wheel - PA914

Body Side Molding - Black

Body Side Molding - Chrome

Door Handles - Chrome

Door Sill Plates

Door Sill Plates - Chrome

Door Sill Plates - Illuminated

Fog Lamp Kit

Front License Plate Holder - Body Color

Grille - Chrome Surround w/Silver Mesh

Interior Trim Kit

Splash Guards - Front and Rear

Spoiler - Prime (Paint to Match)

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ELIGIBLE ORDERED LPOS



CAMARO

LPO Description

SER 21-inch 5-Spoke Gray Painted Wheel

S5Y 21-inch 5-Spoke Polished Wheel

5X0 21-inch 5-Spoke Silver w/Red Flange

VZN 21-inch Year 1 Black Painted Wheel

5W5 21-inch Year 1 Silver Painted Wheel

VYX Engine Cover RY2 Gill Decals

VTD Ground Effects - Argent

5W8 Ground Effects - Body Color

VAS Heritage Grille

S00 Illuminated Footwells

VRV Quarter Flares

SB3 Spoiler - Blade

5V5 Spoiler - High Wing

VLN Windscreen - Convertible

SONIC

LPO Description

SE1 17-inch Painted Wheel - Black

SEO 17-inch Painted Wheel - White

VAV All-Weather Mats

W2D Cargo Net

5V4 Color Flash Package - Black

5KY Color Flash Package - Orange

5KX Color Flash Package - Silver

5KW Color Flash Package - White

VQK Splash Guards

CORVETTE

LPO Description

VEU 15-Spoke Polished Wheel

VFS 7-Spoke Chrome Wheel

5V5 Full Width Spoiler

VPK GCA Exterior Package

5V4 GCA Ultimate w/7-Spoke Wheel

VPL GCA Ultimate w/15-Spoke Wheel

VDA Mesh Package

VEB Pedal Covers

VLN Windscreen - Convertible

CRUZE

LPO Description

SAH Door Sill Plates - Chrome

SOM Door Sill Plates - Illuminated

S3U Foglamp Package

VQK Splash Guards

VOLT

LPO Description

W2D Cargo Net

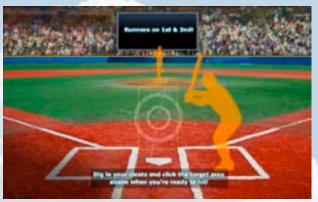
SFJ Front Window Shade

RWW Rear Seat Storage/Barrier

RWJ Vehicle Cover

Presence of specific LPO content may disqualify installation of individual accessories





Contact Us For Details!

Introducing the 2012 Cadillac Accessories transit wheel program, providing better pricing for your customers and greater profit for your dealership.

NEW MSRP \$1,995

Includes choice of wheel styles shown below along with TPM sensors, center caps, lug nuts, valve stems and production tires. Eligible 2012 model year vehicles include:



■ Escalade

■ Escalade ESV

■ Escalade EXT

BETTER PRICE!

Introducing the 2012 GMC Accessories transit wheel program, providing better pricing for your customers and greater profit for your dealership.

NEW MSRP \$2,995 Includes choice of wheel styles shown below along with TPM sensors, center caps, lug nuts, valve stems and production tires. Eligible 2012 model year vehicles include:

- Yukon (incl. Denali)
- Yukon XL (incl. Denali)
- Sierra 1500 Crew (incl. Denali)





Better Price!

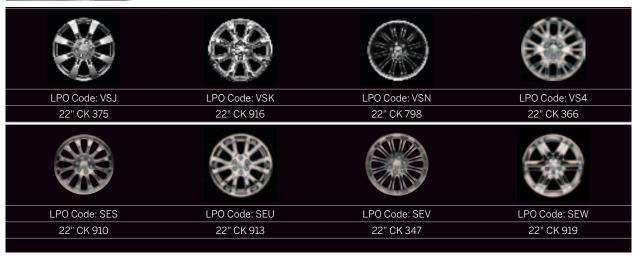
INTRODUCING THE 2012 CHEVROLET ACCESSORIES TRANSIT WHEEL PROGRAM, PROVIDING BETTER PRICING FOR YOUR CUSTOMERS AND GREATER PROFIT FOR YOUR DEALERSHIP.

NEW MSRP \$2,995

Includes choice of wheel styles shown below along with TPM sensors, center caps, lug nuts, valve stems and production tires. Eligible 2012 model year vehicles include:

- Tahoe
- Suburban
- Avalanche
- Silverado 1500 Crew

	-	0	7
ACCES	SO	RI	E:



2012 BUSINESS CHOICE PROGRAM

"MAKE IT YOUR BUSINESS"



\$\$\$ Sales Consultant tiered spiff payout for Option A and Option B \$\$\$ based upon total Accessory MSRP (labor not included).

OPTION A – GM Accessory Upfit Packages for Silverado & Sierra

PACKAGE		MSRP	YOU PAY
Round Step Package 3" Round Black Powder Coated Assist Steps* Under Rail Bedliner Bed Rail Protectors Available for Light Duty and Heavy Duty Non-Diesel Trucks	+\$1	\$849 122 Labor cost	NO CUSTOMER COPAYS!
Toolbox Package Stationary Toolbox Under Rail Bedliner Bed Rail Protectors Available on Light Duty and Heavy Duty (Diesel and Non-Diesel) Trucks	+\$9	\$974 97 Labor cost	\$0
Oval Step Package 6" Oval Black Powder Coated Assist Steps* Under Rail Bedliner Bed Rail Protectors Available on Light Duty and Heavy Duty (Diesel and Non-Diesel) Trucks	+\$1	\$1,059 122 Labor cost	\$0
 Tonneau Cover Package Tri-Fold Soft Tonneau Cover Bed Rail Protectors 3" Round Black Powder Coated Assist Steps* Available for Light Duty and Heavy Duty Non-Diesel Trucks 	+\$1	\$1,095 113 Labor cost	\$0

^{*}For an additional cost, customers can upgrade to Chrome Assist Steps in the Round Step Package, Oval Step Package, and Tonneau Cover Package.

OPTION B – \$500 Upfit Cash for GM Accessories

This option gives customers **\$500 in upfit cash** to purchase qualifying GM Accessories for their eligible vehicle. A minimum of \$500 in eligible upfit equipment (excluding the cost of labor) must be installed to be eligible for the \$500 upfit cash. For a complete list of eligible accessories, see your dealer or visit www.gmbusinesschoice.com.

The 2012 Business Choice Program runs from October 1, 2011 through September 30, 2012.







2012 BUSINESS CHOICE PROGRAM BUSINESS

"MAKE IT YOUR BUSINESS"



OPTION B – Eligible GM Accessories for \$500 Upfit Cash

Bed Extender **NEW!**

Bed Mat - Black Rubber Mat

Bed Net - Black

Bed Rail Protectors

Bed Rug

Bedliner - Under Rail Tailgate Liner - Black Tailgate Protector

Tie Down Hooks - Bed Mounted

Tonneau Cover - Hard Folding, Hard Shell, Soft, Soft

Tri-Fold

Tool Box - Stationary, GMC or Bowtie Logo

Tow Hooks - Black, Chrome

Hitch Mounted Stowage Compartment **NEW!**

Roof Rack Cross Rail Package - Black or Chrome NEW!

Roof Rack Side Rails **NEW!**

Assist Steps - 3 Inch Round, Chrome or Black (6" Step is

temporarily unavailable)

Chrome Door Handles

Door Sill Plates - Brushed Stainless

Door Step Shields - Brushed Stainless

Fog Lamps - Clear or Body Colored Lens

Fuel Door - Chrome

Grille - Chrome or Body Colored

Ground Effects Protective Film

Molded Hood Protector - Smoke or Chrome

Outside Rear View Mirror Cover - Chrome or Body

Extendable Mirror- Outside Heated Power - Adjustable

Side Window Weather Deflectors

Splash Guards - Front Molded - Black or Body Colored

Splash Guards - Rear Molded - Black

Splash Guards-Rear Flat

Tail Lamp Guards - Black, Chrome

Wheel House liners

Floor Mats - Front or Rear Molded Carpet

Floor Mats - Front or Rear Premium All Weather

Front Floor Console Coin and CD-DVD Holder

Front Floor Console Organizer

Heated Seat Kit

Seat Covers - Second Row

Smokers Package

Under seat Storage Box - Rear

Fire Extinguisher

First Aid Kit - White GM Logo, Black

Rear View Mirror Camera

Reflective Triangle

Roadside Assistance Package

Tailgate Lock Package - Black or Chrome

Vehicle Security Shock Sensor Package

Tailgate Theft Deterrent System

Hitch Ball Assembly

Hitch Ball Mount Assembly

Hitch Pin - Locking

Hitch Trailering Package

Transmission Cooler- Auxiliary

Trailer Wiring Adapter

22" Chrome Wheel - CK919 NEW!

The following accessories are eligible for \$500 Upfit Cash for Colorado and Canyon models ONLY:

Bed Extender - Brushed Aluminum

Bed Rail Protectors

Bedliner

Sport Tent

Tailgate Liner

Tailgate Protector - Black

Personal Audio Link (PAL)

Bodyside Molding Package

Fender Flares

Molded Assist Step

Splash Guards - Molded or Contoured

Tubular Assist Step - Round - Brushed Anodized Aluminum,

Chrome Stainless Steel, or Gray Powder Coated

Stainless Steel

Smoker's Package - Ashtray Muffin

Underseat Storage Box -Crew Cab Models Only

Hitch Receiver Cover

The 2012 Business Choice Program runs from October 1, 2011 through September 30, 2012.



Business Choice HelpDesk: 888-566-6393 www.gmbusinesschoice.com



2012 BUSINESS CHOICE PROGRAM

"MAKE IT YOUR BUSINESS"



Sales Person Spiff – 2012 Program for Option A and Option B

Sales Consultants and Sales Managers will earn GM earnPOWER points* for each qualifying claim submitted under GM Accessories Business Choice Options A or B.

OPTION A					
Total Sales Sales GM Accessory Consultant Manager MSRP Spiff Spiff					
\$1,500 - \$1,749	\$25	\$10			
\$1,750 - \$1,999	\$50	\$25			
\$2,000 and up	\$75	\$50			

OPTION B					
Total Sales Sales GM Accessory Consultant Manager MSRP Spiff Spiff					
\$750 - \$999	\$25	\$10			
\$1,000 - \$1,499	\$50	\$25			
\$1,500 - \$1,999	\$75	\$50			
\$2,000 and up	\$150	\$75			

^{*}Points can be transferred to a Universal Visa® card or transfer funds to a personal bank account via ACH. Fees may apply.

SPIFF RULES

- For the 2012 Program all Salespeople and Commercial Sales manager must register on the Business Choice website the first time they submit a claim using their GMIN. Participant IDs from the 2010-2011 program are no longer valid for claiming promotional funds.
- Eligible GM Business Choice claims must be submitted on or before October 1, 2012, to qualify and include the Sales Consultant GMIN in order to receive an incentive payout.
- Inquiries regarding spiff payment can be made through the Business Choice Help Desk.
- All incentive payments will now be processed through earnPower.
- Payout amounts will be based on the total MSRP of accessories purchased under Options A or B (labor not included).

OPTION A SPIFF EXAMPLE

OPTION B SPIFF EXAMPLE

MSRP

6" Oval Step Package Oval Assist Step Bed Rail Protectors Bedliner Package MSRP	MSRP \$600 \$109 \$329 \$1038	Customer Pay \$0	Incentive Pay \$0
Add On Accessories			
Stationary Toolbox Package MSRP	\$525 \$1563	Customer Pay \$525	Incentive Pay \$25/\$10
Underseat Storage Wheelhouse Liners Package MSRP	\$175 <u>\$119</u> \$1857	Customer Pay \$819	Incentive Pay \$50/\$25
Tow Hooks - Chrome Package MSRP	\$145 \$2002	Customer Pay \$964	Incentive Pay \$75/\$50

Bedliner Wheelhouse Liner Bedrail Protector Package MSRP	\$329 \$119 \$109 \$557	Customer Pay \$57	Incentive Pay \$0
Add On Accessories			
Underseat Storage All Weather Floor Mats Package MSRP	\$175 \$138 \$870	Customer Pay \$370	Incentive Pay \$25/\$10
Round Assist Steps Chrome Package MSRP	\$495 \$1365	Customer Pay \$865	Incentive Pay \$50/\$25
Stationary Toolbox Package MSRP	\$525 \$1890	Customer Pay \$1390	Incentive Pay \$75/\$50
Splash Guards Vehicle Security System Package MSRP	\$88 \$110 \$2088	Customer Pay \$1588	Incentive Pay \$150/\$75







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NEW! Electronic Brochures

Chevy, Buick, GMC Brochures Dowload PDFs to print

Located in the AIC (Accessory Information Center) through Global Connect

AIC -> Marketing -> Marketing Collateral



Create your own marketing materials Located in the AIC (Accessory Information Center) through Global Connect

AIC -> Marketing -> Dynamic Publishing

≔ 🖟 GM⊏ 🔞 ACCESSORIES











2012 ARCs

Accessory Reference Catalogs

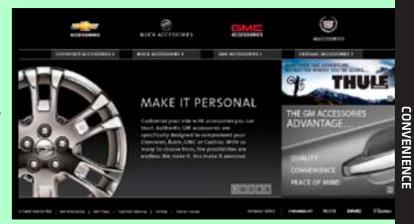
Download by entire division or by specific vehicle Located in the AIC (Accessory Information Center) through Global Connect

AIC -> Product -> Accessories Reference Catalogs

GM Accessories Zone

View current vehicle accessory porfolios with images, descriptions, part #s and MSRP for all brands

http://www.gmaccessorieszone.com/



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NEW!

Aeroskin™ Hood Protector & Ventvisor® Side WindowDeflectors from Lund















AEROSKINTM HOOD PROTECTOR

The AeroskinTM Hood Protector is precisionengineered to mount flush with the hood of your vehicle, complementing as well as enhancing its bodylines, while providing long-lasting, front-end protection.

- Provides hood protection while enhancing vehicle's natural aerodynamics
- Precision engineered for a custom fit
- Mounts directly to hood to create a sleek, stylish profile
- Specifically engineered for each model
- Constructed from high-impact, modified acrylic
- Eliminates drilling and hardware, and installs easily with 3MTM automotive-grade tape
- Available in smooth smoke finish
- Made in the USA

AUTO VENT SHADE SEAMLESS **VENTVIORS®**

The original Auto Vent Shade Seamless Ventvisor Side Window Deflector helps keep you dry in the rain and cool in the heat with its superior design and signature style.

- Keeps rain out, lets fresh air in
- Helps reduce interior cabin temperatures up to 24°F
- Custom applications available for most twoand four-door cars, trucks, vans, SUVs and **CUVs**
- Eliminates drilling and hardware, and installs easily with 3M automotive-grade tape
- Made in the USA

0.4

0.4

0.3

0.4

\$89.00

\$89.00

\$79.00

\$189.00

Part	Vehicle	Desc	Install Time	MSRP*	
19260728	Cruze	Black Hood Deflector	0.3	\$79.00	
19260734	Cruze	Black Side Window Deflector	0.4	\$89.00	
19260732	CTS	Black Hood Deflector	0.3	\$79.00	
19260739	CTS	Black Side Window Deflector	0.4	\$139.00	
19260730	Regal	Black Hood Deflector	0.3	\$79.00	
19260737	Regal	Black Side Window Deflector	0.4	\$89.00	
19260729	Sonic	Black Hood Deflector	0.3	\$79.00	

Black Side Window Deflector - 4 Door

Black Side Window Deflector - 5 Door

Seamless with chrome accents

Black Hood Deflector

Black Side Window Deflector



Equipment shown is from an independent supplier and is not covered by the GM New Vehicle Limited Warranty. GM is not responsible for the safety or quality of third-party supplier alterations.

For details on warranty provided by Lund International, please call 888-588-6049.

*Manufacturer's Suggested Retail Price. Tax, title, license, dealer fees and other optional equipment extra. Labor and installation charges not included. MSRP does not include labor.

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Sonic

Sonic

SRX

SRX

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QUALITY

19260735

19260736

19260733

19260740

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LPO Update – Just ☑ The Box!

CHEVY SONIC Z-SPEC COLOR-FLASH

Appearance Package, Hatchback

Sonic Appearance Package includes:

- ★ Spoiler Kit
- ★ Mirror Pkg.
- **★** Grille





LPO 5KW White

LPO 5KXSilver

LPO 5KYOrange

LPO 5V4 Black







Coming Soon: Sonic Z-Spec Color-Flash Appearance Package, Sedan

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ACCESSORIES













Carpet Replacements 2012 Chevy Captiva Sport

These Front and Rear Carpet Floor Mats (P/N 20885394) provide a factory fit for your Captiva Sport with a quality carpeted upper surface.

Molded Splash Guards 2012 Chevy Captiva Sport

Designed to accent the exterior of your Captiva Sport, these Molded Splash Guards (P/N 19201201) fit directly behind the front wheels to help protect against tire splash and mud.

Wheel Lock Kit 2012 Chevy Captiva Sport

Help deter thieves from taking the wheels off your vehicle with this Wheel Lock Kit (P/N 19211919), featuring 4 locks and a unique key.

Hitch Trailering Package 2012 Chevy Captiva Sport

This structural welded steel Hitch Trailering Package (P/N 19170645) features a standard receiver to fit most ball mount assemblies for your towing needs. Includes the wiring harness and relay.

Spare Wheel Kit 2013 Chevy Malibu

Take comfort in knowing you are prepared with this Spare Wheel Kit for your Malibu (P/N 22820622). Contents include a 17" Spare Wheel, Jack Assembly and 17" Spare Tire.

Premium All Weather Mats, Front & Rear 2012 Traverse

These Premium All Weather Floor Mats feature a custom deepribbed pattern to collect rain, mud, snow and debris. Nibs on back help hold them in place and conform to the interior of your Traverse. Feature the Traverse Logo.

Images are for representation only and may not reflect actual product.

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BUICK ACCESSORIES







Spare Wheel Kit 2012 Buick LaCrosse, Buick Regal

Take comfort in knowing you are prepared with this Spare Wheel Kit for your LaCrosse (P/N 22820625). Contents include a 17" Spare Wheel, Jack Assembly and 17" Spare Tire. For Regal, (P/N 22820626), contents include a 16" Spare Wheel, Jack Assembly and 16" Spare Tire.

Premium All Weather Mats, Front & Rear 2012 Enclave

Win with CHEVY Accessories

Complement the interior artistry of your Enclave with the hard-working functionality of these Premium All Weather Floor Mats. These precisiondesigned mats fit the floor exactly. Their deep-ribbed pattern collects rain, mud, snow, and other debris for easy cleaning. Nibs on the back help keep them in place. Available in ebony with an embossed Buick logo.

Images are for representation only and may not reflect actual product.





This year at the GM Northeast Region Fleet & Commercial Conference in Atlantic City, NY, the GM Accessories team revealed 2 new full and 1 half ladder racks along with 2 new deep well tool boxes through the Integrated Business Partner program.

> LOOK FOR UPDATES ON THESE NEW PRODUCTS **COMING SOON!**





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PEACE OF MIND

Win with BUICK Accessories

New Product Table

The following new products are ready for sale. For pricing information and availability, please call 800-676-8513 or visit www.Express-adi.com.

EXTERIOR				
Splash Guards - Front Molded, No logo, Charcoal	2012 Chevy Captiva Sport	19201201		
INTERIOR				
Floor Mats - Front and Rear Carpet Replacements - Black	2012 Chevy Captiva Sport	20885394		
Floor Mats - Front Premium All Weather - Traverse Logo, Ebony	2012 Traverse	22890016		
Floor Mats - Rear Premium All Weather- 2nd Row - Folding Split Back Bench (AM9), Ebony	2012 Traverse	22890401		
Floor Mats - Rear Premium All Weather - 2nd Row - Captains Chairs (AQ4), Ebony	2012 Traverse	22890447		
Floor Mats - Rear Premium All Weather - 2nd Row - Captains Chairs (AQ4), Ebony	2012 Enclave	22890453		
Floor Mats - Front Premium All Weather - Tri-Shield Logo, Ebony	2012 Enclave	22890024		
Floor Mats - Rear Premium All Weather - 2nd Row - Folding Split Back Bench (AM9), Ebony	2012 Enclave	22890407		
TRAILERING				
Hitch Trailering Package - Trailering Platform - 1.25" Receiver, 3500lb Max Load	2012 Chevy Captiva Sport	19170645		
WHEELS				
Wheel Lock Kit- Chrome, M12 x 1.5 x 37.1 - For Use on Wheels with Exposed Lugs and without a Need To Retain A Wheel Cap or Cover - Includes 4 Locks, 1 Key	2012 Chevy Captiva Sport	19211919		
Spare Wheel Kit - Contains 17" Spare Wheel and Tire and Jack Assembly	2013 Chevy Malibu	22853022		
Spare Wheel Kit - Contains 17" Spare Wheel, Jack Assembly and 17" Spare Tire	2012 Buick LaCrosse	22820625		
Spare Wheel Kit - Contains 16" Spare Wheel, Jack Assembly and 16" Spare Tire	2012 Buick Regal	22820626		

GM Accessories Solution Overview and Q & A

This overview webinar will cover the functions of the GM Accessories Solution, including Cool Ideas, Catalog Navigation, Fulfillment Desklog, Basic Administration, and Q&A.



Register for a session now by clicking a link below:

https://www1.gotomeeting.com/register/480420521 Thu, Apr 5, 2012 11:00 AM - 12:30 PM CDT https://www1.gotomeeting.com/register/729006664 Thu, Apr 12, 2012 11:00 AM - 12:30 PM CDT

Once registered you will receive an email confirming your registration with information you need to join the Webinar.

System Requirements: PC-based attendees Required: Windows®7, Vista, XP or 2003 Server Macintosh®-based attendees Required: Mac OS® X 10.5 or newer

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