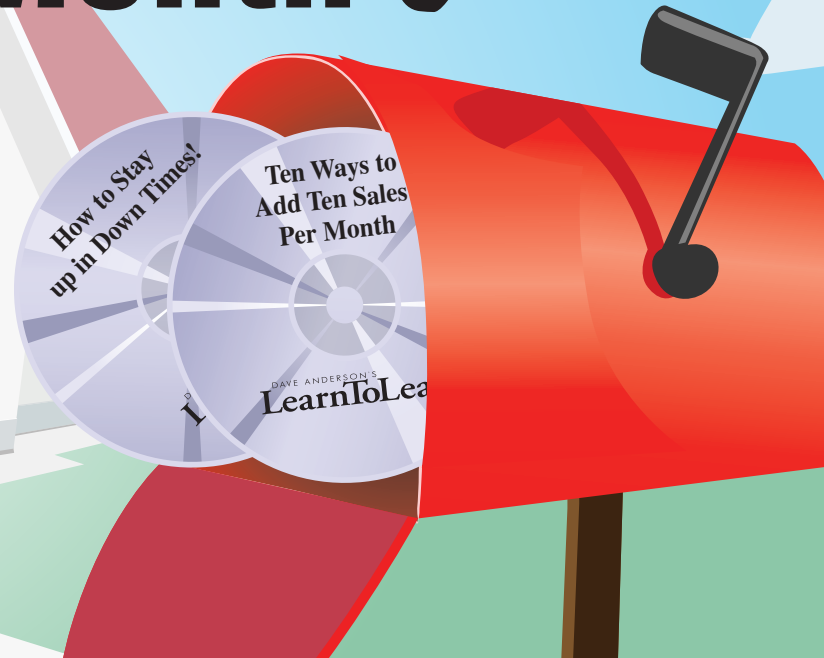


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Dave started in the car business as a salesperson. He has been a General Manager and Director of some of America's most successful dealerships. The last dealership group that he helped to lead had over \$300,000,000 in annual sales. Dave is president of LearnToLead, a sales and leadership training company based near Los Angeles, California. He gives presentations over 100 times per year and has spoken in thirteen countries. Dave is the author of nine books. His tenth book, *How to Run Your Business by the BOOK* will be published in late 2009. Dave writes leadership columns for *Dealer Magazine* and *Dealer Business Journal*. He has been a featured speaker at the NADA Convention for the past ten years. His articles have appeared in hundreds of publications worldwide, including *The Wall Street Journal* and *Investor's Daily*. Dave is a frequent panelist on *MSNBC's Your Business*.

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