



ADVENT RESOURCES, INC.

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IN THE NEWS

Data from
Powergram®

Pickup Owners Trade for Smaller Models

Although the majority of large truck owners traded for another one in the first six months of 2006, the percentage dropped 5.9 percentage points, from 70.0% in the first quarter of 2006 to 64.1% in the second quarter, according to the Power Information Network (PIN), a division of J.D. Power and Associates. PIN retail transaction data indicates that slightly more large truck owners traded for midsize pickups in the second quarter of '06 compared to the first quarter. However, small but significant increases were seen in trades by large pickup owners for compact and midsize car models as well as crossovers. The major percentage gains were for compact and midsize conventional car models combined with CUVs (+4.5 percentage points) in the second quarter vs. the first quarter of 2006. In addition to large pickup percentage declines, truck owner trades to large and midsize utilities also dipped.

Ford Goes on Tour

Ford has kicked off its "Take back the American Road" tour in Roanoke, VA, to showcase an orange Mustang GT convertible, to display how Ford is reconnecting with customers. During the summer and fall tour, Tour Director Greg Pawlowski will visit 68 cities to promote the "provocative" orange pony car and later, two other models—the '07 ethanol-powered F-150 pickup and the new Edge crossover— that focus on Ford's bold American design.

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Advent Welcomes



Gulf Breeze Ford, and World Ford Pensacola, both in the year-round playground of Florida's gulf coast join Advent's client family this month.

We are also pleased to welcome two new members from Northern California. **Susanville Ford** is located in Lassen County, which offers some of our best western hiking territory, and **Oroville Ford** sits along the Feather River and Lake Oroville, right in the center of some of the best freshwater fishing in the country.

Advent looks forward to a mutually profitable future with our new partners from the eastern gulf coast and the western mountains. 🌴

Power User of the Month

Corey Davis
Sales Manager
Acura of Riverside



We are pleased to turn the spotlight on a great Power User this month from a Southern California dealership.

Cory Davis, Sales Manager at Acura of Riverside, has used our system for many years and has become a virtuoso. When we want to show off our bells and whistles to best advantage, we look to Cory. He's one of the most effective users we've ever seen.

His detailed knowledge allows him to come up with remarkably creative solutions to any problem that confronts him.

Thanks Cory. We appreciate your creativity and expertise. Users like you are a pleasure to work with and enable us to fine tune our applications to work better for all our clients. 🌴

Watch & Learn

Three women and three men are traveling by train to the Super Bowl. At the station, the three men each buy a ticket and watch as the three women buy just one ticket.

"How are the three of you going to travel on only one ticket?" asks one of the men. "Watch and learn," answers one of the women.

They all board the train. The three men take their respective seats but all three women cram into a toilet together and close the door.

Shortly after the train has departed, the conductor comes around collecting tickets. He knocks on the toilet door and says, "Ticket, please." The door opens just a crack, hand. The conductor takes it and moves on.

The men see this happen and agree it was quite a clever idea; so, after the game, they decide to do the same thing on the return trip and save some money.

When they get to the station they buy a single ticket for the return trip but see, to their astonishment, that the three women don't buy any ticket at all!

"How are you going to travel without a ticket?" says one perplexed man.

"Watch and learn," answer the women.

When they board the train, the three men cram themselves into a toilet, and the three women cram into another toilet just down the way.

Shortly after the train is on its way, one of the women leaves her toilet and walks over to the toilet in which the men are hiding. The woman knocks on their door and says, "Ticket, please." 🌴

*Diplomacy is to do and say
The nastiest thing in the nicest way.*

— Isaac Goldberg, in *The Reflex* 🌴

Bigot: One who is obstinately and zealously attached to an opinion that you do not entertain.

— Ambrose Bierce 🌴


Advent Offers Classes *Our Place, Your Place or via the Web*

Advent continues to provide extensive training for your staff. Among the classes offered are:

- Sales Staff-(Prospect Control and our Web-based CRM)
- Managers-(Sale Control, Inventory Control and CRM)
- System Administrators-(Environment Control)

Training not only consists of how to utilize our software, but more importantly, implementing Advent to assist you in **SELLING MORE CARS** and improving your CSI!

Training classes are offered in a classroom setting at our facility, remote web sessions or at your dealership.

For more information or to schedule a class, please email:
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Stress Management

A lecturer, when explaining stress management to an audience, raised a glass of water and asked, "How heavy is this glass of water?"

Answers called out ranged from 20g to 500g.

The lecturer replied, "The absolute weight doesn't matter. It depends on how long you try to hold it.


"If I hold it for a minute, that's not a problem. If I hold it for an hour, I'll have an ache in my right arm. If I hold it for a day, you'll have to call an ambulance. In each case, it's the same weight, but the longer I hold it, the heavier it becomes."

He continued, "And that's the way it is with stress management. If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won't be able to carry on.

"As with the glass of water, you have to put it down for a while and rest before holding it again. When we're refreshed, we can carry on with the burden. "

"So, before you return home tonight, put the burdens of work down. Don't carry them home. Relax; pick them up later after you've rested. Life is short. Enjoy it!"

And then he shared some ways of dealing with the burdens of life:


- ★ Accept that some days you're the pigeon, and some days you're the statue.
- ★ Always keep your words soft and sweet, just in case you have to eat them.
- ★ Always read stuff that will make you look good if you die in the middle of it.
- ★ Drive carefully. It's not only cars that can be recalled by their maker.
- ★ If you can't be kind, at least have the decency to be vague.
- ★ If you lend someone \$20 and never see that person again, it was probably worth it.
- ★ It may be that your sole purpose in life is simply to serve as a warning to others.
- ★ Never buy a car you can't push.
- ★ Nobody cares if you can't dance well. Just get up and dance.
- ★ A truly happy person is one who can enjoy the scenery on a detour. 

Honoring *The Dearly Departed*


A stylish woman's husband dies. He only had \$30,000 to his name. After everything was done at the funeral home and cemetery, she tells her closest friend that there is none of the \$30,000 left. The friend asks, "How can that be?"


The widow explains, "Well, the funeral cost me \$6,500. And of course I made a donation to the church ... that was \$500, and I spent another \$500 for food and drinks for the people after the service. The rest went for the memorial stone."


Her friend said, "\$22,500 for the memorial stone? My, how big is it?"


The widow looked up tearfully, managed a brave smile and replied, "Three carats." 


Great Literary Taunts


 "I feel so miserable without you, it's almost like having you here."
--- Stephen Bishop


 "A modest little person, with much to be modest about."
-- Winston Churchill (about Clement Atlee)

 "He has never been known to use a word that might send a reader to the dictionary."
--- William Faulkner (about Ernest Hemingway)

 "He is not only dull himself; he is the cause of dullness in others."
--- Samuel Johnson

 "I've had a perfectly wonderful evening. But this wasn't it."
--- Groucho Marx

 "They never open their mouths without subtracting from the sum of human knowledge."
--- Thomas Brackett Reed

 "His mother should have thrown him away and kept the stork."
--- Mae West

 "He has Van Gogh's ear for music."
--- Billy Wilder 

Gender *Of Household Appliances*

One can determine the gender of common household items with just a bit of thought. Consider:

- Ziploc Bags are Male, because they hold everything in, but you can see right through them.
- Copiers are Female, because once turned off; it takes a while to warm them up again. It's an effective reproductive device if the right buttons are pushed, but can wreak havoc if the wrong buttons are pushed.
- A Remote Control is Female. Ha! You thought it'd be male, didn't you? But consider this: it gives a man pleasure, he'd be lost without it, and while he doesn't always know the right buttons to push, he keeps trying. 