



# ADVENT RESOURCES, INC.

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## IN THE NEWS

Data from  
*Powergram*©

### Sales forecast still at 11.7M unit

The youngest and oldest major consumer demographic segments—Teens, Early Careerists and Baby Boomers — are the strongest advocates of a green lifestyle, while consumers in the middle two age groups — especially Gen X Moms and Gen Y Moms — take a more functional approach to incorporating green habits within their households, according to the J.D. Power and Associates Demographic Segmentation Tribe Report.<sup>SM</sup> A few green insights derived from the report include:

\* Teens and Early Careerists embrace green causes as ways to establish their identities and independence.

\* Boomers, on the other hand, who already rally behind causes for the greater good of mankind as part of their collective identity, support green lifestyles as a way to share their point of view and experiences to create change.

\* For Boomers, Early Careerists and Teens, climate change is the most commonly discussed topic.

\* Gen X Moms are motivated to be green as a way to be less wasteful and more frugal. They see green behaviors, such as gardening, composting and recycling, as ways to save money.

\* Gen Y Moms are even more hands-on with green behaviors. They make their own cleaning products and baby food in order to provide pure, quality products for their families. Also, they actively avoid toxic cleaning products and support brands with greener alternatives.

\* Recycling is the most frequently discussed green topic of conversation among Gen X Moms and Gen Y Moms.

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## Advent Welcomes



Advent is pleased to welcome **Toyota of Rock Hill**, located on Riverview Rd., in Rock Hill, South Carolina, where they aim to save customers money with their Buyer's Club Rewards.

Their customers are more than satisfied, offering glowing testimonials. From Charlotte, North Carolina, the following quote sums up the Toyota of Rock Hill buying experience:

"Perfect experience great customer service in both Service/Sales Departments. I have purchased both new/used Toyotas from this dealership and it was a very smooth process from start to finish. Excellent prices both Sales/Service with Knowledgeable staff!"

Contact this outstanding dealership at [www.harrelsontoyota.com](http://www.harrelsontoyota.com).

**Audi of Columbia** offers new and used vehicles and financing, as well as parts and service. This new Advent client family member is located on 6301 Two Notch Rd. in Columbia, South Carolina, and has set up a rewards program for customers, which allows them to easily lock-in Internet pricing on a car purchase.

With their high tech service department and outstanding staff, Audi of Columbia is a welcome addition to the Advent client roster. They can be contacted online at [www.audicolumbia.com](http://www.audicolumbia.com).

From the West Coast, Advent welcomes **Puente Hills Nissan**, part of the Buena Park Nissan group. This dealer is located in the City of Industry, where Los Angeles and Orange County meet. Owner Greg Brown is proud of the store's website, where a customer can view the dealership's complete new and pre-owned inventory,

build their own Nissan, schedule service and even order parts.

You can contact this Southern California dealership at [www.puentehillsnissan.com](http://www.puentehillsnissan.com).

Welcome aboard to our new members as our partnership works for a profitable future. 🌴

## Come and visit

Advent Resources has a new web site. You can research software features, contact tech support, check out our blog and video testimonials or even read archived newsletters.

We invite you to come over for a visit at [www.adventresources.com](http://www.adventresources.com)

## Observations

- I think part of a best friend's job should be to immediately clear your computer history if you die.
- I love the sense of camaraderie when an entire line of cars team up to prevent a jerk from cutting in at the front. Stay strong, brothers and sisters!
- Shirts get dirty. Underwear gets dirty. Pants? Pants never get dirty, and you can wear them forever.
- There is no worse feeling than that millisecond you are sure you are going to die after leaning your chair back a little too far.
- Map Quest really needs to start their directions on #5. I'm pretty sure I know how to get out of my neighborhood.
- Can we all just agree to ignore whatever comes after Blue Ray? I don't want to have to restart my collection ... again.
- Bad decisions make good stories. 🌴

## *Spread the Word!*

DrivingSales is a social network for dealership managers to share best practices and rate their vendor

Please help us spread the good word by providing a positive rating for Advent's High Performance Sales System (HPSS) on DrivingSales.com!

Access the rating page here:

<http://www.drivingsales.com/ratings/products/advent-high-performance-sales-system-hpss>


## **Blessing the beasts**

Johnny's Mother looked out the window and noticed Him "playing church" with the cat.

He had the cat sitting quietly and he was preaching to it. She smiled and went about her work.

A while later she heard loud meowing and hissing and ran back to the open window to see Johnny baptizing the cat in a tub of water.

She called out, "Johnny, stop that! The cat is afraid of water!"

Johnny looked up at her and said, "He should have thought about that before he joined my church." 

## **Diatribes R Us**

When I was a kid, adults used to bore me to tears with their tedious diatribes about how hard things were. When they were growing up; what with walking twenty-five miles to school every morning.... Uphill... Barefoot ...BOTH ways... yadda, yadda, yadda

And I remember promising myself that when I grew up, there was no way I was going to lay a bunch of nonsense like that on my kids about how hard I had it and how easy they've got it!

But now that I'm over thirty, I can't help but look around and notice the

youth of today. You've got it so easy! I mean, compared to my childhood, you live in a Utopia! And I hate to say it, but you kids today, you don't know how good you've got it!

I mean, when I was a kid we didn't have computers or the Internet. If we wanted to know something, we had to go to the damn library and look it up ourselves, in the card catalog!

There was no email! We had to actually write somebody a letter - with a pen! Then you had to walk all the way across the street and put it in the mailbox, and it would take like a week to get there! Stamps were 10 cents!

Child Protective Services didn't care if our parents beat us. As a matter of fact, the parents of all my friends also had permission to kick our behinds. Nowhere was safe.

There were no MP3's or Napsters or iTunes. If you wanted to steal music, you had to hitchhike to the record store and shoplift it yourself. Or you had to wait around all day to tape it off the radio, and the DJ would usually talk over the beginning and mess it all up. There were no CD players. We had tape decks in our car. We would play our favorite tape and "eject" it when finished, and then the tape would come undone rendering it useless.

We didn't have fancy stuff like Call Waiting! If you were on the phone and somebody else called, they got a busy signal, that's it! There weren't any cell phones either. If you left the house, you just didn't make a call or receive one. You actually had to be out of touch with your "friends." OH MY GOD!!! Think of the horror... not being in touch with someone 24/7!!! And then there's TEXTING. Yeah, right. Please! You kids have no idea how hooked you are.

And we didn't have fancy Caller ID either! When the phone rang, you had no idea who it was! It could be your school, your parents, your boss, your bookie, your drug dealer, the collection agent... you just didn't know!!! You had to pick it up and take your chances, mister!

We didn't have any fancy PlayStation or Xbox video games with high-resolution 3-D graphics! We had


the Atari 2600, with games like 'Space Invaders' and 'Asteroids.' Your screen guy was a little square! And there were no multiple levels or screens, it was just one screen... Forever! And you could never win. The game just kept getting harder and harder and faster and faster until you died! Just like LIFE!

You had to use a little book called a TV Guide to find out what was on! You were screwed when it came to channel surfing! You had to get off your butt and walk over to the TV to change the channel!!! NO REMOTES!!!

There was no Cartoon Network either! You could only get cartoons on Saturday morning. Do you hear what I'm saying? We had to wait ALL WEEK for cartoons, you spoiled little babies!

And we didn't have microwaves. If we wanted to heat something up, we had to use the stove!

And our parents told us to stay outside and play... all day long. And no electronics to soothe and comfort And if you came back inside ... you were doing chores.

See! That's exactly what I'm talking about! You kids today have got it too easy. You are spoiled rotten! You guys wouldn't have lasted five minutes any time before 1980. 

## **Coming Soon**

Next month Advent will detail the exciting features on offer in our 5.33 release.

Our newest program features make the Advent High Performance System even more integral to the smooth running of sales, finance and inventory operations.

Make sure to check out the 5.33 release details in the July newsletter.

As always, call Advent at 310-241-1500 with any questions.

