



# ADVENT RESOURCES, INC.

P.O. Box 1740, San Pedro, CA 90733-1740

September 2010

Advent Resources Inc. (310) 241-1500

Volume 11 Number 5

## IN THE NEWS

Data from  
*Powergram*®

### Mobile devices offer key shopper platforms

Currently, less than 20% of in-market automotive shoppers who access the Internet on smartphones use their mobile devices to visit an automotive website. But this percentage is expected to increase with the continued proliferation of smartphones, which will have major implications for automotive brands and marketers, Arianne Walker, director of automotive research at J.D. Power and Associates, told participants during a presentation at the recent 2010 J.D. Power and Associates Automotive Internet Roundtable in Las Vegas, NV. According to J.D. Power research findings, 20% of vehicle shoppers who use mobile devices during the shopping process indicate they have downloaded an auto-related mobile application. In addition, Walker said that a majority of these mobile app users indicate they prefer to obtain shopping information through mobile websites rather than apps.

However, "Having a mobile site isn't enough," Walker said, pointing out, "Mobile sites with satisfying usability help increase the likelihood of shoppers to test drive steering traffic to the dealership, which is the ultimate goal of a website. There is ample room for improvement for both automaker and third-party mobile websites, she said, noting that satisfaction for third-party sites tends to be low.

Walker identified some best practices to consider in designing automotive mobile websites. In summary, Walker said, "When designing mobile sites, marketers should focus on the same basic principles that drive satisfaction with traditional websites: information and content; navigation; appearance; and speed."

Data for this column is courtesy of The PowerGram, published by J.D. Power and Associates. Copyright 2001 by J.D. Power and Associates. All rights reserved. A free subscription to the daily PowerGram is included with your participation in the Power Information Network. Contact Tim Gill @ (310) 241-1500.

## Advent Welcomes




From Southern California, Advent welcomes **Hoehn Jaguar**, part of the Hoehn group, located on Paseo Del Norte in Carlsbad, just north of San Diego. For over 30 years, Hoehn Motors has topped the list of quality car dealers in San Diego County. Owned and operated by brothers Bill and Bob Hoehn, the family business has expanded considerably since its early days in Carlsbad. The brothers' father, Theodore W. "Bill" Hoehn, originally retired in La Jolla following a successful career in the auto business in Memphis. But retirement didn't sit well with Hoehn, and in 1975, he established Hoehn Motors, featuring Mercedes-Benz, Oldsmobile and a new import, Honda.

Today, the Hoehn name represents Acura, Audi, Buick, Cadillac, Infiniti, Jaguar, Land Rover, Porsche and the original brands, Mercedes-Benz and Honda. And combined, the company employs 444 people. Contact this outstanding dealer online at [www.hoehnjaguarlandrover.com](http://www.hoehnjaguarlandrover.com).

**Ford of Fairfield** is a new store providing the residents of Fairfield, Vacaville, Vallejo, and the surrounding areas in central California with a robust offering of the latest Ford cars, trucks, and SUVs. They also offer Ford Certified pre-owned vehicles as well as recent models from other manufacturers.

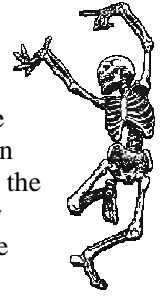
The dealership boasts a state-of-the-art service center employing Certified Ford Technicians and uses Genuine Ford parts to ensure that vehicles stays running in top form. In their parts department, most parts are in stock or available within 1 business day. General Sales Manager

Scott Pettitt invites customers and colleagues to browse the dealership's website or come and visit in the customer lounge. Visit this dealer online at [www.fordfairfield.com](http://www.fordfairfield.com).

Advent is to welcome these outstanding stores to our client family. We look forward to working together for a mutually profitable future. 


## Hazardous Conditions


One lovely morning, Ben and Thomas were out golfing. Ben sliced his ball deep into a wooded ravine. He grabbed his 8-iron and proceeded down the embankment into the ravine in search of his ball. Ben searched diligently throughout the thick underbrush and suddenly spotted something shiny. As he got closer, he realized that the shiny object was an 8-iron in the hands of a skeleton which lay near an old golf ball.




Ben excitedly called out to his golfing partner, "Hey Thomas, come here, I got big trouble down here."

Thomas came running over to the edge of the ravine and called out, "What's the matter Ben?"

Ben shouted back in a nervous voice, "Throw me my 7-iron! Looks like you can't get out of here with an 8-iron. 

 Did you hear about the cannibal who was expelled from school?

He was buttering up his teacher.

 Did you hear about the guy that lost his left arm and leg in a car crash?

He's all right now."



---

## Safety First - Again

### Check Before Backing Up

**W**e know we've run this article before, but the information bears repeating, because having a good backup can be a lifesaver.

Every Advent system is designed to have all its data backed up nightly to tape as part of your business disaster recovery plan. This means following a few simple rules.

1) Do not use the same tape every night; use several tapes in rotation. A good rule is to use a different tape for each day of the week that the store is open. Why? Sometimes a data problem will not be discovered right away and data will need to be restored from several days back. If the tape has been re-used and overwritten, this will not be possible and the data is lost.

2) Be sure to label the tapes for the appropriate day of the week and always use the proper day's tape.

3) Make sure someone is available for the tape change-out and storage duties when people are out sick or on vacation. Skipping even one day can be disastrous.

4) Be sure all personnel who share these duties fully understand how to properly change and store the tapes.

5) Store the tapes off-site or at least in a fire-resistant safe or strong box. If a disaster such as a fire or flood destroys your server, it will likely destroy the tapes sitting on the shelf next to it as well.

These common-sense rules insure that you are covered when the unthinkable happens. Without a viable backup tape, your data, past and current, could be lost forever.

As always, we are here to help in times of need, but ultimately it is your responsibility to follow these simple rules. Swap the tapes and store them properly - Advent does the rest.

If you have questions or comments, please do not hesitate to call us at 888-9ADVENT (888-923-8368)."


---

## Death of Dracula

**T**here is always a lesson to be learned from studying up on vintage Darwin Awards.

A college student costumed himself as Dracula for Halloween. As a finishing

touch, he put a pine board down the front of his shirt so he could "realistically" sink a knife into the board and pretend he was transfixed by a vampire-killing stake. He didn't consider the strength of the thin pine board when he tapped the knife in with a hammer.

Propelled by the force of the hammer, the sharp blade split the soft wood and buried itself in his heart. He staggered from his dorm room into the Halloween party, gasping, "I really did it!" before succumbing. 



---

## Three Times Fast

**A** couple lived near the ocean and used to walk the beach a lot. One summer, they noticed a girl who was at the beach pretty much every day.

She wasn't unusual, nor was the travel bag she carried, except for one thing; she would approach people who were sitting on the beach, glance around furtively, then speak to them.

Generally, the people would respond negatively and she would wander off, but occasionally someone would nod and there would be a quick exchange of money for something she carried in her bag. The couple assumed she was selling drugs and debated about calling the cops, but since they didn't know for sure they just continued to watch her.

After a couple of weeks the wife asked, "Honey, have you ever noticed that she only goes up to people with boom boxes and other electronic devices?"

He hadn't, and said so. Then she said, "Tomorrow I want you to get a towel and our big radio and go lie out

on the beach. Then we can find out what she's really doing."

The plan went off without a hitch, and the wife was almost hopping up and down with anticipation when she saw the girl talk to her husband and then leave.

The man walked up the beach and met his wife at the road. "Is she selling drugs?" the wife asked excitedly.


"No, she's not," he said, enjoying this probably more than he should have.

"Well, what is it, then? What is she doing?" his wife fairly shrieked.

The man grinned and said, "She's a battery salesperson."

"Batteries?" cried the wife.

"Yes," he replied.

"She sells C cells by the seashore." 

---

## Not Missed by the Bus

**A** 24-year-old woman was ironically successful in her attempt to catch a bus in Quebec City. Clutching a can of pop, the woman ran into a restricted area and tried to flag down 45-foot bus that had left on time - without her. As she tried her best to get herself noticed, she herself failed to notice that the bus was making a swift turn in her direction.

A veteran driver said that drivers cannot hear anything over the sound of their engines.

The woman disappeared beneath the wheels of the turning bus. It was obvious to a former nurse, who rushed to her aid, that she was no longer able to concern herself with getting there on time. Instead of riding home in a crowded bus, the deceased woman enjoyed the luxury of a free, one-way trip "home" in a private hearse.

Considering that you have to do something really stupid to get squished by a bus in a transit center--such as sneaking into a restricted area and running under the tires--the bus company said it does not plan to increase security. 