



ADVENT RESOURCES, INC.

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

April 2009

Advent Resources Inc. (310) 241-1500

Volume 11 Number 3

IN THE NEWS

Data from
Powergram®

Gen-Y Consumers At Risk, But Less Worried About Identity Theft

Younger consumers—those who are in the Generation Y cohort (ages 19 to 30)—tend to be at higher risk for identity theft, but are less concerned with the threat than are consumers in the Generation X (ages 31 to 44) and Baby Boomer (ages 45 to 63) demographic segments, according to the J.D. Power and Associates Identity Theft ReportSM, which is based on analysis of some 70 million blogs and discussion boards and is conducted by the J.D. Power and Associates Web Intelligence Division. A few highlights:

- Online conversations about identity theft indicate that 83% of posters in the Baby Boomer generation say they have a high level of concern about identity theft, compared with 79% of those in Generation X. However, only 47% of Gen Y consumers are concerned.

- Some 72% of posters discussing identity theft proactively protect their identity, while 24% say they are moderately concerned and 4% report a low level of concern.

Implication: Younger consumers tend to be more tech-savvy than older consumers, which gives them several benefits in protecting against identity theft. For example, their personal computers tend to be better protected and they're more likely to recognize—and avoid—phishing scams than are older generations. However, younger people also tend to have more of a presence online, leaving them open to more chances for identity theft.—Carter Truong, senior manager, J.D. Power and Associates Web Intelligence Division

For more details about identity theft, please visit JDPower.com.

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



We are delighted to welcome **Fish Creek Nissan** to the Advent client family. Located in Calgary, Alberta, Canada, our true north neighbor boasts a state-of-the-art 12-vehicle showroom, designed with customer comfort in mind. Natural light shows off the latest Nissan Canada product lines and an entertainment center is on offer to delight children while parents shop or to occupy adults while they entrust their vehicles to the top notch parts and service department.

Fish Creek nissan can be contacted online at fshcreeknissan.ca.

From northern California, Advent is pleased to welcome **Folsom Lake Honda**. This brand new store is located in the Automall Parkway in Rancho Cordova, just minutes from Sacramento. General Manager Don Palombi is proud of his beautiful new dealership and his tech saavy sales staff.

Reach this outstanding member of the Zamora Auto Group at folsomhonda.com.

Advent is confident that these new additions to our client family will be standout in our mutual business success. 🌴

Power User of the Month

Kelly Paul

Director of Finance
Western Region
Group One Automotive



Kelly Paul has been a user of Advent for several years and as Finance Director for Group One Automotive's Western Region he has been very instrumental in matters of compliance in regards to Advent and Group One procedures. In addition, he has been a top-notch enthusiast

of Advent's eMenu product. Thank you, Kelly Paul, for all of your support and dedication in assisting Advent's growth throughout the years! Great partners ensure success for Advent and all our members. 🌴

How did it happen?

Some drivers can have accidents even when there are no pedestrians or other vehicles in sight ...

- Coming home I drove into the wrong house and collided with a tree I don't have.

- I pulled away from the side of the road, glanced at my mother-in-law and headed over the embankment.

- I thought my window was down, but I found it was up when I put my head through it.

- In an attempt to kill a fly, I drove into a telephone pole.

- The telephone pole was approaching. I was attempting to swerve out of the way when I struck the front end.

- I pulled in to the side of the road because there was smoke coming from under the hood. I realized there was a fire in the engine, so I took my dog and smothered it with a blanket. 🌴



Did You Know?

While printing a California 553 form there are multiple pages on the input window

Many users are surprised and excited to find out they have many more options to explore.

Please contact Advent Support at (888) 923-8368 for further assistance

Enhanced CRM

Optimize your prospecting

These changes greatly enhance usability, giving extensive control of the field viewing, searching and sorting to the Advent User. The changes increase reliability and reporting functions and include many new short cuts to help users deal with contact responsibility in multi Store environments.

- Resizable frames allow the user to maximize utilization of the screen real estate. Improved navigation menus offer the ability to search by function and new drag and drop functionality are featured in user security setup.
- Additionally, work plans have a new accordion view which optimizes the amount of data per contact type the user can view and work.
- There is also a calendar view of work plan items and a grouped view of work items. This enhancement also includes a new merge and de-duplicate tool to help keep data content clean and usable
- A new function helps internet lead handlers achieve response time optimization and allows managers to effectively track work flow and timing of responses to yield higher productivity. User selectable themes allow the user to set their own styles and colors of the application to suit them better.

Call 310-241-1500 for more information. 🌴

Docs see through us

Five surgeons from big cities are discussing who makes the Best patients to operate on. The first surgeon, from New York, says, 'I like to see accountants on my operating table because when you open them up, everything inside is numbered.'

The second, from Chicago, responds, 'Yeah, but you should try

electricians! Everything inside them is color coded.'

The third surgeon, from Dallas, says, 'No, I really think librarians are the best, everything inside them is in alphabetical order'

The fourth surgeon, from Los Angeles chimes in: 'You know, I like construction workers. Those guys always understand when you have a few parts left over.'

But the fifth surgeon, from Washington, DC shut them all up when he observed: 'You're all wrong. Politicians are the easiest to operate on. There's no guts, no heart, no brains and no spine, and the head and the butt are interchangeable.' 🌴

Christian Humor

Jesus and Satan were having an on-going argument about who was better on the computer. They had been going at it for days, and frankly God was tired of hearing all the bickering.

Finally fed up, God said, 'THAT'S IT! I have had enough. I am going to set up a test that will run for two hours, and from those results, I will judge who does the better job.'

So Satan and Jesus sat down at the keyboards and typed away.

They moused.

They faxed.

They e-mailed.

They e-mailed with attachments.

They downloaded.

They did spreadsheets!

They wrote reports.

They created labels and cards.

They created charts and graphs.

They did some genealogy reports.

They did every job known to man.

Jesus worked with heavenly efficiency and Satan was faster than hell.

Then, ten minutes before their time was up, lightning suddenly flashed across the sky, thunder rolled, rain poured, and, of course, the power went off.

Satan stared at his blank screen and screamed every curse word known in the underworld.

Jesus just sighed.

Finally the electricity came back on, and each of them restarted their computers. Satan started searching frantically, screaming:

'It's gone! It's all GONE! I lost everything when the power went out!'

Meanwhile, Jesus quietly started printing out all of his files from the past two hours of work.

Satan observed this and became irate. 'Wait!' he screamed. 'That's not fair! He cheated! How come he has all his work and I don't have any?'

God just shrugged and said, JESUS SAVES. 🌴

Another Two

A little boy was in a relative's wedding. As he was coming down the aisle, he would take two steps, stop, and turn to the crowd. While facing the crowd, he would put his hands up like claws and roar. So it went, step, step, ROAR, step, step, ROAR, all the way down the aisle. As you can imagine, the crowd was near tears from laughing so hard by the time he reached the pulpit.

When asked what he was doing, the child sniffed and said, "I was being the Ring Bear."

One Sunday in a Midwest City, a young child was "acting up" during the morning worship hour. The parents did their best to maintain some sense of order in the pew but were losing the battle. Finally, the father picked the little fellow up and walked sternly up the aisle on his way out. Just before reaching the safety of the foyer, the little one called loudly to the congregation,

Pray for me! Pray for me!" 🌴

Senior Wisdom

🌴 The real art of conversation is not only to say the right thing at the right time, but also to leave unsaid the wrong thing at the tempting moment.

🌴 If you can't be kind, at least have the decency to be vague.

🌴 Don't assume malice for what stupidity can explain. 🌴

