

COUNTDOWN TO SUCCESS— PLAN TO ATTEND THE 1989 NATIONAL BUSINESS CONFERENCE

Bigger and better—that's the best description of offerings from the 1989 National Business Conference in New Orleans. The New Orleans Hilton, rated a top four star by Mobil and four diamond by AAA, is the site of the NBC. Approximately 95,000 square feet has been reserved for new product and technology exhibits, making this showcase one of the largest ever during an NBC.

From March 16 to 19, the Crescent City will be geared up to provide you with quality entertainment and activities. The Riverwalk Festival Marketplace, offering casual and fine dining along with more than 140 specialty shops, is within walking distance of the Hilton. In addition to the French Quarter, the New Orleans Superdome and business and shopping districts are in close proximity to the NBC site. While you are at the mouth of the mighty Mississippi, take advantage of the paddlewheelers, the Creole and Cajun Queen, and enjoy a sightseeing trip on water. No trip through New Orleans would be complete without a ride down St. Charles Avenue in a street car, part of the oldest continuously operating street railway system in the world.

Dining in New Orleans is one of the most palatable trips you can make. From the spicy seafood gumbo to desserts of bananas foster or a cup of chicory and a beignet and almost anything in between, you can satisfy nearly any craving. (See August/September *Outlook* for New Orleans restaurant guide.)

While New Orleans offers these fine selections, you will be coming primarily to attend the National Business Conference and find out how you can operate a more efficient, productive business and that's what you will learn. The NBC agenda includes the following:

- **NAPA AUTO PARTS store:** View the model equipped with the latest in merchandising items and techniques to make the most of your sales area. An effective display, covering the interior and exterior, of the NAPA Store Design Program will be shown at this exhibit.

- **Machine Shop:** Displaying more equipment than ever before, the exhibit will run the gamut from the very basic to the very sophisticated. Learn how to plan the best business strategy to invest in this lucrative market.

- **Manufacturers' Exhibit Hall:** See one of the most expansive arrays of NAPA products ever assembled under one roof. Meet with your suppliers and find out what they have to offer not only along

product lines but also in the important area of technical training.

- **General Session and Seminars:** Industry leaders will be among featured speakers to discuss the state of the after-market. Timely seminars have been developed to meet your business needs. Specialized seminars will answer your questions about how the new tax laws affect you, developing a well-rounded employee team, increasing your profits and employee productivity. The NBC is not all work, you can also let the good times roll at a Mardi Gras party for attendees.

For NBC flyers, American and Delta Airlines are offering special discounted air fares. For the best rates, call either American Airlines at 1-800-433-1790 and give the NAPA STAR number 597074 or Delta Airlines at 1-800-241-6760 and give the NAPA File number E0015. While in New Orleans, Budget RentACar is offering economical rates. Call 1-800-772-3773 and indicate that you are with the NAPA Convention.

Registration deadline is February 13, 1989. Act now to get a head start on the competition.

