



# Martian Messenger

VOLUME 10, ISSUE 2 — February 2010

## MARS PREPARES FOR ITS 2010 ANNUAL CONVENTION

*Closer Than You Think*

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### MARS MISSION

To become your Car Care Specialist by removing from sight all cosmetic blemishes from your automobile.

To improve the appearance of ALL automobiles everywhere by utilizing our proven appearance restoration, cosmetic blemish repair and enhancement services.

To provide convenient access through the high volume retailers that consumers frequently visit.

WE will accomplish this mission by recruiting, training, and equipping the industry's finest professionals and supporting them to advance both their skills and their careers.

This year's theme of "Back to the Future" was chosen because we are returning to many of the principles and practices that made our company great....including the land-based, hands-on convention format that we followed for many years. The two Convention cruises were great, but we were very limited in how much hands-on-training we could do. So, we anticipate much more Operator participation this year since the itinerary is so heavily focused on the technical aspects of our business.

The Convention kicks off at noon on Wednesday, February 24th with the MARS Annual golf Tournament at Riverside Golf Club. Staff will also be on hand at the Crowne Plaza Hotel from 11am till 5pm to register you for the convention. A brief overview of the Convention highlights is below:

### **Golf Tournament:**

Riverside Golf Club is situated along the banks of the Trinity River and ranked one of the top 20 courses in the Metroplex. A challenging mix of traditional links-style holes designed by Roger Packard, this tournament should be a great challenge for veteran golfers and beginners alike. Riverside is just minutes away from DFW Airport, Six Flags Over Texas, Hurricane Harbor, The Ballpark in Arlington, Texas Stadium, and the MARS National Training Center. MARS Operators and staff of all skill levels will compete in a 4 person scramble format with prizes awarded for Champions, Longest Drive, Closest to the Pin and Last Place. This event is always a great time for everyone involved and a great way to start Convention 2010!





## MARS Decathlon:

This inaugural event is designed to test your skills and speed. Operators will be competing in timed events in the following services:

- Pin Striping
- Color Match
- Velour Repair
- Apply Miracle Shield to Hood
- Vinyl Repair
- MPR
- Carpet Plastic Application
- Glass Repair
- Dent Removal
- Quiz

Yes, you read it right, a QUIZ! So sharpen up your skills! We look forward to seeing many of you competing to be named, "THE ULTIMATE MARTIAN!"

## Fellowship:

The Welcome Dinner will be held at the Crown Plaza Suites on Wednesday, February 24 at 7:00 PM.

Lunch on Thursday, February 25 will be catered by Bodacious BBQ.

Dinner on Thursday will be at the Trail Dust Steakhouse at 7:00 PM.

On Friday, February 26, lunch will be catered by On The Border.

Friday evening is a "Free Night" so you may have dinner on your own at any venue in the area. If you need some suggestions for places to go, just ask anyone on the MARS Corporate Staff!

The Awards Banquet will be held at the Crowne Plaza Suites on Saturday, February 27, 2010 at 7:00 PM.





*Convention Highlights... Continued from Page 2*

## **Education:**

### **Waterborne/EPA:**

This session will highlight changes in federal and state EPA guidelines that will have a direct bearing on anyone in the reconditioning business! Some of the changes will require that you use different products and/or techniques to stay within the law. The EPA is banning the use of 5 “pollutants” that will have an impact on how we do business. The OSHA/EPA seminar will cover the changing laws, how to be compliant, Hazardous Air Pollutants (HAPS), water-borne paints, and changes in paint gun cup size.



### **Wheel Repair:**

The Wheel Repair seminar will cover techniques for repairing curb rash, minor blemishes, and painting of automotive wheels.

### **Interior Graphics:**

The Interior Graphics seminar will focus on how to use the Interior Laminate Graphics System that was introduced in 2009. We will cover techniques on how to repair worn radio and steering wheel buttons, graphic kits, graphic preparation and application, and pricing and marketing.

### **Advanced Interior Repair Class:**

The Advanced Interior Repair seminar will cover techniques for repairing leather, vinyl, metallic, and brushed metal finishes on hard plastic. We will also teach you how to clean and repair the increasingly popular sport-cloth seats.



# Operator of the Month February 2010

**Jason Danna**  
Texas

Our Operator of the Month for February is Jason Danna, age 33, who was born and raised in Houston, TX. Jason's father, Sam Danna, is also a MARS franchisee, and the two of them trained together at the MARS National Training Center in January, 2009.

When not following his beloved Houston Texans football team, Jason enjoys golf, fishing at Crystal Beach on the Bolivar Peninsula, throwing horse shoes, and playing washers. He also spends as much free time as possible with his three wonderful daughters: Haley – 13, Avery – 10, Sydney -5.

While attending college, Jason was offered a manager's position with Jason's Deli. During his 13 years with the company, he became a General Manager and had as many as 35 hourly employees and 3 assistant managers working under him. After more than a decade of award-winning, record-setting success, Jason realized that his chances for further career advancement within the company were limited.



Left - Avery, Haley, Sydney,  
Back - Jason Danna, Right – Grandparents

While doing an internet search for business opportunities, Jason first found out about the MARS opportunity. After three telephone interviews, weeks of due diligence research, and a face-to-face interview at the MARS Corporate Offices, Jason and Sam decided that MARS was the right choice for them and their families. Regarding this decision Jason noted, "For many years we longed to start our own business. As a man of faith, I believe God presented us with the MARS opportunity at just the right time!"

*Story continued on Page 5*



Operator of the Month... Continued from Page 4

In spite of the challenges in the automotive industry in 2009, Jason and Sam have built a strong MARS business. Business has been so good that Jason recently hired his first employee, Matt Gudelman. Matt worked as an Assistant Manager for Jason at the deli, so Jason knows all about his excellent work ethic and strong customer service skills!

Regarding his business success, Jason explained, "My keys to success are pretty simple. I'm punctual. I deliver a quality service at a fair price. I get to know everyone at the dealerships from the porters to the accounting staff to management and look for ways to build healthy relationships with each of them. Also, the MARS 'whole-lot pricing model' has helped me generate large volumes of work while giving the dealerships a fixed rate on their reconditioning services. It's a win-win solution for both of us!"



Graduation Day

So far, his biggest challenge has been the weather. Jason said, "Unfortunately I can't do much about rainy days. The other challenge, especially during this time of year when it's dark by 5:30 pm, is meeting the needs of all my dealerships. I try to overcome that by getting to my accounts early in the morning and working hard and smart throughout the day to get all the work done. I also work occasionally on Saturdays to fulfill their needs".

Jason's goal for the future is to expand his business by adding multiple units while maintaining "Out Of This World" MARS service. He concluded by adding, "In other words, we want to be just like Jason Owens (one of MARS' most successful multi-team Operators who is also from Houston) when we grow up!"

**Congratulations, Jason, for a job well done...  
you are an inspiration to all of us!**