



Media Inquiries:
Patric Timmermans
VP Marketing
ptimmermans@kpaonline.com
www.kpaonline.com
(office) 303-228-8772
(mobile) 303-324-4570

KPA and TK Carsites offer HR, OSHA and Internet Marketing Workshops at the NADA Convention and Expo 2010

The NADA convention and expo offers dealers the opportunity to learn how to differentiate from competition and manage risk.

Lafayette, CO (KPA LLC) February 10, 2010 – Auto dealers will be able to attend free workshops hosted by KPA and TK Carsites on Social Media, SEO, lead-generation, HR best practices and OSHA regulations at the Orlando NADA Convention and Expo 2010.

The free workshops will be in the NADA exhibit hall in Room W102A. Workshop topics include the “Ten Deadly HR Questions”, “Search and Social: How Social Media Makes Search Easier” and “OSHA Top Ten Most Cited Violations”. A complete schedule for the workshops can be found at the [KPA website](#).

KPA will also match the NADA \$200 stimulus package credit voucher with an additional \$600 credit memo for new clients signing up for any of KPA HR, Environmental, or Safety programs. “With the recent [\\$1.5M settlement](#) by a dealership for an EEOC discrimination case and the emphasis on investigation and enforcement by the Department of Labor, dealers cannot not afford to be in non-compliance with the law” said Patric Timmermans, VP Marketing at KPA, “offering the credit during the show provides the opportunity for dealerships to immediately begin taking advantage of the OSHA and HR compliance programs at a significant savings”.

JD Rucker, CMO of TK Carsites added: “the [five workshops](#) being presented on internet marketing offer a chance to learn from the experts how web marketing can increase actual sales, including a case study of Marlboro Nissan that provides a real world example that a dealer can put in place at their dealership.”

About KPA

At [KPA](#), our business is to help you attain compliance with state and federal law; reducing your risk of accidents, fines, civil actions, and litigation while saving costs. Over 3000 clients trust KPA to provide the right combination of training, software, and expert advice. Endorsed by 24 national and state trade associations, KPA is the only provider of [EHS and HR services and software](#) designed for the specific requirements of dealerships, manufacturers, and automotive services companies.

For more information please visit our website at www.kpaonline.com

###