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**Attention to Details**

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**Attention to Details Release Directory**



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**Detailing Success Business Conference**

February 16, 2007 – Ontario California – Famed Professional Race Car driver and entrepreneur Johnny Unser will take part within the upcoming Detailing Success Business Conference being held March 31 and April 1, 2007 in Ontario California.

Attention To Details is joining efforts with other industry leaders that have built successful detailing careers and businesses for the purpose of educating, mentoring and demonstrating the business, marketing and sales principles behind each of these individual's success.

“The Detailing Success Business Conference is the first of its kind” said Founder of Attention To Details Renny Doyle, “Instead of viewing some of my fellow trainers and mentors as competition, I have asked some of the brightest minds from within the industry to join me in educating those that make the decision to start, grow or expand their auto service businesses using the sound advice that has made each of our own businesses thrive.”

In addition to industry leaders, the conference will offer those attending the ability to hear input from a couple very interesting sources that offer the auto services industry a fresh look at how other service businesses are realizing greater profits.

**Among the event speakers are:**

**Johnny Unser** - Born October 22, 1958, Johnny Unser is the son of the late Jerry Unser, the first Unser to race at the Indianapolis 500. His uncles, Bobby Sr., and Al Sr., and cousin Al Jr., continued the tradition, compiling a total of nine wins at Indy. Johnny Unser began racing full-time, after completing his education at California State University.

Johnny is a member of the Unser Racing Family and has carried on the tradition by qualifying for the prestigious Indianapolis 500 in five consecutive years. Besides being a veteran of five Indy 500's Johnny has won championships in the American Indy Car series and has won the 12 hours of Sebring. He has competed in the 24 hours of Daytona eight times and finished second in the 24 hours of Le Mans. He has won the grueling ALCAN 5000 mile rally three times.

Johnny has done precision and stunt driving for Unser Driving Team in the film industry for commercials and movies. He is also a partner in Precision Dynamics Inc. ([www.pdiusa.net](http://www.pdiusa.net)), a company which does vehicle evaluations and testing and supplies professional drivers for corporate sales training and rides and drive programs.

He has worked with GM, Ford, Chrysler, Nissan, Infinity, Volvo, Subaru, Isuzu, Rolls Royce, VW, BMW, Cooper Tire, Pirelli, Firestone and Mercedes Benz. For the past five years Johnny has been a spokesman for Cooper Tire, besides representing the company Johnny works with various departments including design and testing, marketing, advertising, motor sports and sales.

**Renny Doyle** – When Renny entered the detailing industry at age 13, he did so simply to be around aircraft and hopefully learn to fly! Within a short three years, that passion spread to include auto detailing and he has built several successful businesses both within auto detailing and outside of the industry. Renny's passion has grown to include teaching and mentoring others to excel within business and thus has trained and mentored hundreds of business people and technicians over the past five years.

Renny and his team have worked on a wide range of vehicles for a host of clients ranging from globally recognized business leaders, celebrities and Saudi Arabian Royal Family members to everyday customers within his six detail locations. Renny's detailing work has been seen with both the Barrett Jackson Auction and the Pebble Beach Concourse events and within his work on the famed Air Force One aircraft. In addition Renny is a contributing writer for numerous automotive and aircraft publications.

**Prentice St. Clair** - As many of you know, Prentice is one of the most recognizable names within the industry. While we only met a year ago, I can tell you that Prentice is the real deal! Prentice St. Clair is the president of Detail in Progress, Inc., whose mission it is to "enhance the profitability of the automotive reconditioning industry through impassioned training and consulting." Prentice is known for his prolific writing in the industry's trade magazines, as well as many speaking engagements at annual conventions of the International and Western Carwash Associations.

**Dan Ekenberg** - Dan and I met nearly three years ago when I became an advertiser on his website. I had no idea he lived within the same state or that I would develop a deep respect for both his abilities and talents. Dan had a long career in Retail Management right out of high school. In 1993 Dan had the opportunity to purchase a Mobile Detailing Business which he ran successfully until 1996 when he sold the business. "I desired to keep working within my own business and Mobileworks.com was created back when the internet was just an infant" . Since then Dan has created several additional websites each serving many aspects of the car care industry and in 2005 was voted one of the most influential people within the detailing industry by Professional Car Washing & Detailing Magazine. Dan is a dedicated father and a mentor when it comes to balancing life while maintaining a successful business!

**Walt Stanckiewicz** - Walt was my first mentor and someone I respect to no end. Walt was Vice President of Human Resources for a tech firm but in the late eighties, Walt was burned and ready to go solo. Walt and his wife Monique own La Pasta Italia and manufacture fresh pasta products and ravioli for some of the finest restaurants in Southern California. You may ask what does this pasta guy have to do with detailing? Walt is a master at receiving free press in major newspapers and local television. This one fact has changed not only Walt and Monique's business; it's changed the way I do business. Walt's message and examples are incredible to hear!

**Mystery Speaker** - In a short time we will be introducing you to a mystery speaker that is an incredible detailer and his story and input will be remarkable. For now that is all you will know but each day we will share more about this young, yet remarkable detailing innovator.

**Jose "Joe" Fernandez** - Joe's love for cars started when he worked with his father in his body shop when he was about six or seven years old. His duties then among other things were to sand and mask off cars to get them ready for paint. It wasn't too long until Joe was painting and polishing the vehicles himself. Joe became an auto detailer at the famous Hill and Vaughn restoration facilities in Marina Del Rey California. Joe had the privilege to work on many fine and historically significant vehicles. Soon thereafter Joe started his own business, "Fernandez Detailing which grew into Superior

Shine. Today Superior Shine works on a wide range of vehicles including extreme exotics!