



2009 New Owner Celebration Event Schedule

Event Month	RDR Date Range	Month Invitation Mails	Deadline for Event Information Changes	Invitation List Email to Dealers	Date Invitations Mail If Event is in the First 15 Days of the Month (1st - 15th)	Perfect Calls Sent If Event is in the First 15 Days of the Month (1st - 15th)	Date Invitations Mail If Event is in the Last 15 Days of the Month (16th - 31st)	Perfect Calls Sent If Event is in the Last 15 Days of the Month (16th - 31st)	Attendance Information Due	Attendance Report Email to Dealers	Quarterly Customer Retention Analysis
JANUARY 2009	11/1-11/30	DECEMBER	12/1/08	12/18/08	12/19/08	12/22/08	12/26/08	12/29/08	2/2/09	2/11/09	2/11/09
FEBRUARY 2009	12/1-12/31	JANUARY	1/2/09	1/19/09	1/19/09	1/22/09	1/26/09	1/29/09	3/3/09	3/11/09	
MARCH 2009	1/1-1/31	FEBRUARY	2/2/09	2/16/09	2/19/09	2/20/09	2/25/09	2/27/09	4/2/09	4/10/09	
APRIL 2009	2/1-2/28	MARCH	3/2/09	3/16/09	3/17/09	3/19/09	3/24/09	3/26/09	5/1/09	5/11/09	5/11/09
MAY 2009	3/1-3/31	APRIL	4/1/09	4/16/09	4/17/09	4/21/09	4/24/09	4/28/09	6/2/09	6/10/09	
JUNE 2009	4/1-4/30	MAY	5/1/09	5/15/09	5/18/09	5/20/09	5/25/09	5/27/09	7/2/09	7/10/09	
JULY 2009	5/1-5/31	JUNE	6/1/09	6/16/09	6/17/09	6/19/09	6/24/09	6/26/09	8/3/09	8/13/09	8/11/09
AUGUST 2009	6/1-6/30	JULY	7/1/09	7/15/09	7/16/09	7/20/09	7/23/09	7/27/09	9/1/09	9/10/09	
SEPTEMBER 2009	7/1-7/31	AUGUST	8/3/09	8/17/09	8/18/09	8/20/09	8/25/09	8/27/09	10/1/09	10/9/09	
OCTOBER 2009	8/1-8/31	SEPTEMBER	9/1/08	9/16/09	9/17/09	9/21/09	9/24/09	9/28/09	11/3/09	11/11/09	11/11/09
NOVEMBER 2009	9/1-9/30	OCTOBER	10/1/09	10/16/09	10/19/09	10/19/09	10/26/09	10/28/09	12/1/09	12/9/09	
DECEMBER 2009	10/1-10/31	NOVEMBER	11/2/09	11/17/09	11/18/09	11/20/09	11/25/09	11/30/09	1/4/10	1/9/10	

RDR Date Range for Every Other Month Events- Even Months	
February	11/1-12/31
April	1/1-2/28
June	3/1-4/30
August	5/1-6/30
October	7/1-8/31
December	9/1-10/31

RDR Date Range for Every Other Month Events- Odd Months	
January	10/1-11/30
March	12/1-1/31
May	2/1-3/31
July	4/1-5/31
September	6/1-7/31
November	8/1-9/30