



## 2012 New Owner Celebration Event Schedule

<b>Event Month</b>	<b>RDR Date Range</b>	<b>Month Invitation Mails</b>	<b>Deadline for Event Information Changes</b>	<b>Invitation List Email to Dealers</b>	<b>Date Invitations Mail If Event is in the First 15 Days of the Month (1st - 15th)</b>	<b>Date Email Reminder is sent if event is 1st - 15th</b>	<b>Date Invitations Mail If Event is in the Last 15 Days of the Month (16th - 31st)</b>	<b>Date Email Reminder is sent if event is 16th - 31st</b>	<b>Attendance Information Due</b>	<b>Attendance Report Email to Dealers</b>	<b>Quarterly Customer Retention Analysis</b>
<b>JANUARY 2012</b>	11/1-11/30	DECEMBER	12/1/11	12/15/11	12/16/11	12/27/11	12/27/11	1/7/12	2/1/12	2/10/12	2/10/12
<b>FEBRUARY 2012</b>	12/1-12/31	JANUARY	1/2/12	1/16/12	1/18/12	1/29/12	1/25/12	2/5/12	3/1/12	3/9/12	
<b>MARCH 2012</b>	1/1-1/31	FEBRUARY	2/1/12	2/15/12	2/17/12	2/28/12	2/24/12	3/6/12	4/2/12	4/11/12	
<b>APRIL 2012</b>	2/1-2/29	MARCH	3/1/12	3/15/12	3/16/12	3/27/12	3/23/12	4/3/12	5/1/12	5/12/12	5/12/12
<b>MAY 2012</b>	3/1-3/31	APRIL	4/2/12	4/16/12	4/17/12	4/28/12	4/24/12	5/5/12	6/1/12	6/8/12	
<b>JUNE 2012</b>	4/1-4/30	MAY	5/1/12	5/14/12	5/17/12	5/28/12	5/24/12	6/4/12	7/2/12	7/11/12	
<b>JULY 2012</b>	5/1-5/31	JUNE	6/1/12	6/14/12	6/15/12	6/26/12	6/22/12	7/3/12	8/1/12	8/10/12	8/10/12
<b>AUGUST 2012</b>	6/1-6/30	JULY	7/2/12	7/13/12	7/16/12	7/27/12	7/23/12	8/3/12	9/4/12	9/10/12	
<b>SEPTEMBER 2012</b>	7/1-7/31	AUGUST	8/2/12	8/15/12	8/17/12	8/28/12	8/24/12	9/4/12	10/1/12	10/12/12	
<b>OCTOBER 2012</b>	8/1-8/31	SEPTEMBER	9/4/12	9/14/12	9/17/12	9/28/12	9/24/12	10/5/12	11/1/12	11/9/12	11/9/12
<b>NOVEMBER 2012</b>	9/1-9/30	OCTOBER	10/1/12	10/15/12	10/17/12	10/28/12	10/24/12	11/5/12	12/3/12	12/10/12	
<b>DECEMBER 2012</b>	10/1-10/31	NOVEMBER	11/1/12	11/15/12	11/16/12	11/27/12	11/26/12	12/7/12	1/2/13	1/11/13	

<b>RDR Date Range for Every Other Month Events- Even Months</b>	
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

<b>RDR Date Range for Every Other Month Events- Odd Months</b>	
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