



News Release

Strategic Alliance Group, Inc.
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For immediate release
August 19, 2014

Strategic Alliance Group-Letter of Invitation

Indianapolis, Indiana August 19, 2014- Strategic Alliance Group, Inc. (SAG) today announced an open invitation for Commercial Dealers and Retread Manufacturers, to visit the next scheduled meeting October 6th, 7th & 8th, 2014. The meeting will be held in Wausau Wisconsin at the Jefferson Street Inn hosted by Schierl Tire. This meeting is designed to familiarize the Prospective members on how the concept operates and be a first-hand experience on improving their business.

There will be presentations each day about our Alliance Partners and attendees will be able to evaluate the benefits that they bring to Strategic Alliance Group members.

For those Dealers that have a genuine interest and want to see what the Industry has been talking about, "Take a Test Drive" and attend this meeting. We have limited the attendance to 20 Potential Members and in order to attend fill out the Invitation/Contact form on our Website: ([SAG Meeting Invitation 10 6-8 2014](#)).

"Being part of a Twenty (20) Group gives retail and commercial dealers enhanced advantages on planning ways to improve gross profit, reduce expenses, re-engineer their business practices and implement management operating systems. Our new commercial group will help dealers find answers through sharing with their other successful Group members and the support of SAG'S Alliance Partners."

Each group meets 3 times a year at a dealer member location. The meetings of each group will determine locations for subsequent meetings. Tire dealers who are interested in joining a group should contact Strategic Alliance Group to learn more about the program or go online at: www.sagtwentgroup.com and fill out an application.

About SAG Twenty (20) Group

Strategic Alliance Group, Inc. was founded by Stu Zurcher, original founder of Dealer Strategic Planning, Inc., store owner and longtime member of Tire Industry Association's Board of Directors. SAG offers tire and automotive service dealers the opportunity to share best practices, financially compare against the industry trends to improve financial performance. Each group is comprised of 20 comparable dealers who meet three times a year to help each other improve their operations. Formed in 2011, Strategic Alliance Group is one of the only tire-focused Twenty Group's available that provides resources so critical to the industry. Groups are forming and any tire dealer interested in networking with enthusiastic, progressive business owners who embrace the ideas of changing his or her operation through commitment and continued improvement are eligible. Find more information on the SAG web site: www.sagtwentgroup.com or contact: Stu Zurcher, 877-875-1695 or e-mail at info@sagtwentgroup.com.