Heliotropic Leadership
Learn how compassion, vulnerability and authenticity motivate teams and create “positive energizers”—the people who are the root of heliotropic leadership. Positive energizers keep their word, and are honest, positive, humble, compassionate and forgiving, to name a few key qualities. They bolster more employee engagement, customer loyalty and financial success. With a small amount of effort, any leader can improve such heliotropic qualities.

Harry Cohen Ph.D., President, Entheos LLC
Thursday • 3.22.2018 • 2:30pm-3:30pm

Culture That Rocks: How to Amp Up or Revolutionize a Company’s Culture
Jim Knight highlights well-known brands, including Hard Rock International, to show how to change an organization’s culture. In his signature rock ‘n’ roll style, Jim delves into heritage versus culture, brand ambassadors, employee engagement, and how to hire—and retain—leadership rock stars. If you’re open to change within your organization, don’t miss the opportunity to hear what all the noise is about.

Jim Knight, Former Hard Rock International Executive and Author of Culture That Rocks!
Friday • 3.23.2018 • 10:30am-11:30am

Game Plan for Success
Joe Theismann—former NFL quarterback and Super Bowl champ—draws parallels between winning in football and in business. Learn how to succeed under pressure—when it’s “fourth and one”—and how to adapt quickly to unexpected situations—when faced with a “blitz” instead of a “zone.” Theismann urges individuals and organizations to set goals, correct errors and build momentum to make it hard for even the best defense to stop.

Joe Theismann, World Champion Quarterback, Broadcaster and Entrepreneur
Saturday • 3.24.2018 • 10:30am-11:30am

The Relevance Revolution: Data and the Auto Industry
New approaches to data analytics—like big data and hyper-local targeting—create more relevant marketing, inventory, deal terms and service reminders to boost productivity for the entire store. Can prices and preferences make vehicle purchases smarter and easier? Will the right data determine better advertising attribution? Is there a logarithm for unique VIN-level sales prices for each shopper? Smart options and recommendations for consumers will turn into faster sales and higher gross.

Mark O’Neil, Executive Vice President and COO, Cox Automotive
Sunday • 3.25.2018 • 10:45am-11:45am
Workshops and Education Sessions

SUPER SESSION

Leveraging the Digital Giants: Google, Facebook and Twitter
This workshop panel will focus on how dealers can leverage Google, Facebook and Twitter to drive sales and service. Each speaker is an automotive Tier 3 specialist, with a strong understanding of technology and how to use such applications in the dealership. Learn how to identify and engage with the right sales and service prospects, and focus on best practices, ROI tracking and case studies.

Peter Leto, Google, Birmingham, MI; Phillip Rather, Facebook, Austin, TX; Chad Rumminger, Twitter, Detroit, MI; Phil Sura, UnityWorks Media, Bloomington, MN

Thursday • 3.22.2018 • 1pm-2:45pm
Thursday • 3.22.2018 • 3:15pm-5pm

SPECIALTY WORKSHOP

Unleash Your Inner Superhero: Keys to Achieving Breakthrough Performance
Motivational speaker Ryan Estis helps attendees tap into their deep reservoir of potential to remove the fear, doubt and uncertainty that threaten performance. Estis coaches audiences to embrace change to achieve more meaning, mastery and momentum in their work, and introduces several real-life superheroes who have embraced their own potential.

Ryan Estis, CEO, Ryan Estis and Associates, Business Performance Expert and Agent of Change, Minneapolis, MN

Sunday • 3.25.2018 • 1pm-2:30pm

DEALER/EXECUTIVE TRACK

Counting Cars: Stop Gambling With Used-Car Appraisals
Sixty percent of vehicles processed at a dealership are makes, models and trims not core to inventory needs. It’s never been more important to derive deep and actionable insights into your appraisal process. Discover new techniques and skills to drive conquest sales, manage inventory more effectively and yield hidden profits in fixed operations.

Jeff Risner, The Appraisal Lane, Austin, TX

Friday • 3.23.2018 • 10:30am-11:30am
Saturday • 3.24.2018 • 10:30am-11:30am

Dealership of Tomorrow: 2018 Update
While NADA completed its Dealership of Tomorrow: 2025 report in late 2016, the auto industry has continued to rapidly evolve. The report’s author, industry expert Glenn Mercer, will recap what has happened—and what hasn’t—in the past year, and offer insights into what to expect in vehicle retailing over the next decade.

Glenn Mercer, GM Automotive LLC, Shaker Heights, OH

Saturday • 3.24.2018 • 9am-10am
Sunday • 3.25.2018 • 10:45am-11:45am

The Dealership Business Model of the Future
Learn how dealerships can adapt in an increasingly data-driven, tech-centric marketplace of new technology platforms, drivetrains and forms of vehicle ownership—and how these innovations may impact dealership profitability and valuations. Also reviewed: dealership real estate today, and how it may be impacted by auto retail’s evolution.

Erin Kerrigan and Ryan Kerrigan, Kerrigan Advisors, Irvine, CA

Thursday • 3.22.2018 • 2:30pm-3:30pm
Saturday • 3.24.2018 • 10:30am-11:30am

Disruptive Leadership: Feed the Beast and Build the Future
The traditional dealership model is at a turning point, with new players and disruptors looking to grab a piece of the market. Will dealers do what’s necessary to lead their stores to new horizons or will they allow themselves to be rendered obsolete? Discover how to take control of the future before it’s too late, and create a clear and concise action plan to lead the dealership ahead.

Tim Kintz, The Kintz Group, Flower Mound, TX

Thursday • 3.22.2018 • 1pm-2pm
Friday • 3.23.2018 • 10:30am-11:30am
Workshops and Education Sessions

DEALER/EXECUTIVE TRACK

**Double Retail Sales With Frictionless Transactions**
Determine the best ways to innovate and disrupt the market before Silicon Valley beats dealers to it. By creating a dealership without walls, dealers can use the latest technology to create a fresh customer experience and generate new sales while still sustaining current business operations. The workshop speaker will explain how this concept helped double sales at his store in just 24 months.

*Brian Benstock, Paragon Honda and Paragon Acura, Woodside, NY*

**Saturday • 3.24.2018 • 10:30am-11:30am**

**Manager-Employee Conflict: Secret Killer of Your Bottom Line**
Constant staff turnover, employees tuning out managers, managers burning through staff; such conflict costs revenue, so you’ll want to learn how to handle—and, more importantly, avoid—conflict between managers and staff. Create a team that works together and is focused on your main objectives.

*Glenn Pasch, PCG Companies, Eatontown, NJ*

**Thursday • 3.22.2018 • 1pm-2pm**  
**Friday • 3.23.2018 • 10:30am-11:30am**

**Eye on Washington: Top Legislative Issues on Capitol Hill**
Late-breaking federal legislation and regulations will impact franchised auto and truck dealers. NADA staff discuss the prospect of tax reform, auto finance and vehicle recalls, and provide tools to help dealers, managers and NextGen engage with elected officials at home.

*Patrick Calpin, NADA, Washington, DC*

**Thursday • 3.22.2018 • 1pm-2pm**  
**Saturday • 3.24.2018 • 9am-10am**

**Mobility as a Service: A Threat or Greatest Opportunity?**
Mobility as a Service (MaaS) includes ride sharing (such as Uber and Lyft) and car sharing (such as ZipCar and DriveNow). Discover how dealers can profit from MaaS by entering the market directly with their own ride-sharing and car-sharing offerings today, and by gearing up fixed operations to service MaaS vehicles.

*John Possumato, Automotive Mobile Solutions LLC, Haddonfield, NJ*

**Thursday • 3.22.2018 • 2:30pm-3:30pm**  
**Friday • 3.23.2018 • 10:30am-11:30am**

**Game Changers Driving Wholesale and Inventory Velocity**
Learn how to transform inventory management and boost profitability with emerging technology and best practices, including data science, predictive analytics and sourcing pipelines unforeseen in the auto world until now.

*Susie Heins, Cox Automotive, Atlanta, GA*

**Saturday • 3.24.2018 • 9am-10am**

**More Time Equals More Profits**
Workshop attendees will receive a complete time-management road map to help put first things first and eliminate distractions at the dealership. The result: more time for higher priorities and profits.

*Karen Bradley, Dealer Synergy, Audubon, NJ*

**Saturday • 3.24.2018 • 9am-10am**

**Leading Change in 21st Century Dealerships**
The key to dealership success today: adapt your people, your processes and your performance to give customers what they expect. Maj. Gen. Karl Horst (U.S. Army, Ret.), a NADA Academy graduate and former dealership general manager, will offer practical, proven strategies for leading and managing change while improving the dealership’s bottom line.

*Karl Horst and Tom McQueen, M.Div., Ph.D., It’s Just Common Sense LLC, Palm Harbor, FL*

**Saturday • 3.24.2018 • 9am-10am**

**Not All Customers Are Created Equal: 10 Metrics to Track ROI**
Stop overspending on marketing to the least profitable customers, and learn the 10 metrics to attract the most profitable ones. Understanding the real cost of customer acquisition, conversion and relationship maintenance helps influence advertising decisions, pay plans and the sales team’s role. This means an easier close and increased profits.

*Jonathan Dawson, Sellchology, Marietta, GA*

**Friday • 3.23.2018 • 10:30am-11:30am**  
**Saturday • 3.24.2018 • 9am-10am**
Workshops and Education Sessions

**DEALER/EXECUTIVE TRACK**

**Questions Dealers Must Be Asking Fixed-Operations Managers**
Many dealers and general managers learn through sales but may not fully understand fixed ops. Discover key problem areas and opportunities to boost fixed-ops profits and satisfaction scores.

*Larry Edwards, Edwards and Associates Consulting, Charlotte, NC*

**Thursday • 3.22.2018 • 1pm-2pm**  
**Saturday • 3.24.2018 • 10:30am-11:30am**

**Real-World Advice for (Practically) Painless DMS Transitions**
Implementing or upgrading a DMS is vital but daunting. Learn from other dealerships, focusing on best practices for minimal disruption and maximum ROI.

*Grace John, Cox Automotive, Atlanta, GA*

**Thursday • 3.22.2018 • 4pm-5pm**

**The 7 Habits of Highly Effective Car People**
Understand Franklin Covey’s *7 Habits of Highly Effective People* using real-life dealership examples.

*Karen Bradley, Dealer Synergy, Audubon, NJ*

**Thursday • 3.22.2018 • 4pm-5pm**  
**Friday • 3.23.2018 • 10:30am-11:30am**

**7 Things You Must Do to Fix an Underperforming Dealership**
Instead of just treating symptoms, get a complete road map on how to fix seven key factors in underperforming dealerships. By critically diagnosing and taking responsibility for such underperformance, dealers can turn their stores around. Learn how to improve results and address underlying individual and interpersonal issues with staff to better understand how underperformance occurs.

*Mark Tewart, Tewart Enterprises Inc., Lebanon, OH*

**Saturday • 3.24.2018 • 9am-10am**

**Transform Tomorrow’s Off-Lease Overflow Into Opportunity**
The supply of so many off-lease vehicles in coming years is expected to outstrip demand and compress profit margins. Jonathan Smoke, Cox Automotive chief economist, looks at economic indicators, credit and various vital trends to show how dealers can turn this risk into opportunity and improve operational efficiency, increase inventory turn and optimize CPO strategy.

*Jonathan Smoke, Cox Automotive, Atlanta, GA*

**Thursday • 3.22.2018 • 1pm-2pm**  
**Friday • 3.23.2018 • 10:30am-11:30am**

**Unleash the Ultimate Competitive Advantage: Your Salespeople**
Instead of focusing on technology, inventory or pricing, discover how to empower salespeople to become their own brand ambassadors to boost leads, traffic and profits while decreasing turnover. Hear from a dealer whose customers choose his dealership because of fun and unique experiences his salespeople create—not because of the size of the discount. Learn the mind-set and three steps to unleashing this ultimate competitive advantage.

*Jonathan Dawson, Sellchology, Marietta, GA; Paul Sansone Jr., Sansone Jr.’s 66 Automall, Neptune, NJ*

**Thursday • 3.22.2018 • 4pm-5pm**

**The Value of NADA 20 Group**
Jump-start your dealership’s performance by sharing best practices and learning from industry legends. NADA 20 Group Consultant Allen Phibbs and a dealer panel explain what 20 Group is all about and how to make it work for your business, using various group formats, tools and membership options.

*Mark Roger, NADA 20 Group Manager, Don South, NADA 20 Group Manager, NADA, Tysons, VA*

**Thursday • 3.22.2018 • 2:30pm-3:30pm**  
**Saturday • 3.24.2018 • 10:30am-11:30am**
Workshops and Education Sessions

DIGITAL AND TRADITIONAL MARKETING TRACK

#RealTalk About Artificial Intelligence
Understand the trends driving the need for AI technology and chatbots—including the various approaches and trade-offs of chatbots, and the tools and services needed to use chatbots effectively.

Christina Wofford, Digital Air Strike, Scottsdale, AZ
Thursday • 3.22.2018 • 4pm-5pm
Saturday • 3.24.2018 • 9am-10am

Beyond the Data: The Importance of the Message
Create effective, compelling online video, including five ways to produce commercials and pre-roll ads that brand your store and drive traffic. Learn why viewers click “skip ad,” and how to get them to watch your video past the first five seconds. The five stages of the online buying process also will be reviewed, along with how to create compelling video that guides potential customers from shopping to buying.

Jeff Hayes, Dealer Creative, Raleigh, NC
Thursday • 3.22.2018 • 4pm-5pm

Convert Facebook Ads to Offline Customers
Learn to market on Facebook, where the average user spends 50 minutes a day. In this high-energy session, Scott Meyer from 9 Cloud explains best practices: who should see your ads, what ads convert best online, which templates to use, how to connect Facebook ads/leads directly to CRM, why Facebook ads matter, and advanced techniques like CRM integration, click funnels and offline measurement.

Scott Meyer, 9 Clouds, Sioux Falls, SD
Thursday • 3.22.2018 • 4pm-5pm

Dominating Your Market With a Micro-Targeted Video Strategy
Peter Leto, head of Google’s auto-retail sales division, will show how video can impact a dealership’s sales and service efforts, and provide insight into the world’s two largest search engines: Google and YouTube. Phil Sura of UnityWorks Media will show how dealers can leverage video campaigns, new- and used-car video merchandising, and website video.

Peter Leto, Google, Birmingham, MI; Phil Sura, UnityWorks Media, Bloomington, MN
Friday • 3.23.2018 • 10:30am-11:30am
Saturday • 3.24.2018 • 10:30am-11:30am

5 Tips to Lower Your Ad Budget, Drive Leads and Sell More
With more advertising sources than ever, ad budgets can spiral out of control. Learn to spend less on advertising while getting more from it. Tips include the hottest ways to make Google and Facebook work for the dealership, how to drive more organic leads and how to analyze traditional ad spending.

Troy Spring, Dealer World, Lehighton, PA
Thursday • 3.22.2018 • 2:30pm-3:30pm
Saturday • 3.24.2018 • 9am-10am

8 Most Powerful Video Marketing and Communication Strategies
Discover how to immediately boost sales and fixed operations using eight key video marketing and communication strategies, including real-time video email, automated video email templates and real-time video conferencing, as well as video for texting, social media, search engine optimization and recruiting/hiring purposes.

Sean V. Bradley, Dealer Synergy, Audubon, NJ
Thursday • 3.22.2018 • 1pm-2pm
Thursday • 3.22.2018 • 4pm-5pm
Workshops and Education Sessions

DIGITAL AND TRADITIONAL MARKETING TRACK

The Lego Master Builder’s Guide to Local SEO for Car Dealers
Every shopper has a smartphone, so dealerships not found when a buyer starts to search are out of the game. Yet many dealers still don’t invest in local search engine optimization. Learn exactly what to do—both on and off the dealership’s site—to boost store visibility in searches, using research that reverse-engineers Google’s local algorithm for dealers.

Greg Gifford, DealerOn, Dallas, TX
Thursday • 3.22.2018 • 4pm-5pm
Saturday • 3.24.2018 • 9am-10am

The Mathematical Truth About VDPs, Price to Market and Sales
Price to market, VDP views and competitive set—these metrics often don’t correlate with sales and shouldn’t be used to make pricing or marketing decisions. Learn how to mathematically evaluate any sales predictor in your dealership and how leading dealerships create a better sales predictor metric by employing big data statistical modeling to analyze online customer behavior.

Noah John, Autoscores, Orlando, FL
Thursday • 3.22.2018 • 2:30pm-3:30pm
Friday • 3.23.2018 • 10:30am-11:30am

Maximize Facebook’s Ad Platform to Get More Leads Today
Rich Bolandi, digital advertising mastermind at Gravitational Marketing, explains how to get the most out of Facebook’s lead ads. Learn key strategies to make Facebook work for you, including the three elements every Facebook ad must have, how to use qualifying questions to screen leads and how to integrate Facebook lead ads with CRM.

Richard Bolandi, Gravitational Marketing, Orlando, FL
Thursday • 3.22.2018 • 2:30pm-3:30pm

Pave the Path to Purchase: Turn Website Traffic Into Sales
More than half of dealership online traffic comes from mobile, yet most dealer sites still focus on the desktop experience. Discover a “mobile-first” approach and best practices to maximize leads, calls and sales, as well as how to fix website speed and load-time problems, how to use Google and Apple Wallet coupons for fixed-ops business, and the best way to transition sales and service to e-commerce.

Michael DeVito, DealerOn, Inc., Derwood, MD
Thursday • 3.22.2018 • 1pm-2pm
Saturday • 3.24.2018 • 10:30am-11:30am

10 Most Important Social Media Trends for 2018
Take a close look at the social media and content that will most affect dealerships in 2018. Learn how to stay on the leading edge of social media and, ultimately, increase sales communication and branding.

Joey Little, AutoAlert, Kansas City, MO
Thursday • 3.22.2018 • 1pm-2pm
Saturday • 3.24.2018 • 10:30am-11:30am

Who Sold It? A Discussion on Marketing Attribution
Dealers use dozens of marketing channels to grow sales and service. Explore multichannel versus last-click attribution, and how to inspect and rationalize marketing investments using new metrics that advance marketing strategy and increase ROI. Discover the dangers of last-click business decisions, and how to better analyze marketing partners and communication channels.

Brian Pasch, PCG Companies, Eatontown, NJ
Thursday • 3.22.2018 • 2:30pm-3:30pm
Saturday • 3.24.2018 • 10:30am-11:30am
Workshops and Education Sessions

EMPLOYEE RECRUITING, HIRING AND RETENTION TRACK

Bermuda Triangle of Hiring: The Onboarding Process
The first 90 days for new salespeople at the dealership can be like the Bermuda Triangle: They enter it, then disappear forever. To reduce such high turnover, dealers must ditch the “sink or swim” approach—which only hurts productivity and morale and increases recruiting costs. Using examples from top-performing dealerships and other industries, learn to equip new salespeople with the tools and support to succeed.

Jonathan Dawson and Oksana Drogan, Sellchology, Marietta, GA
Thursday • 3.22.2018 • 1pm-2pm
Saturday • 3.24.2018 • 10:30am-11:30am

Build Your Human Capital Playbook and Win Your Market
The cost of employees is almost 70 percent of dealership gross, yet most dealers don’t utilize innovative tools to improve employee performance. In this data-rich and fast-paced workshop, Hireology CEO Adam Robinson will teach best practices and benchmarks of top-performing dealerships, and show how the average dealer can generate over $300,000 in profit improvement per store.

Adam Robinson, Hireology, Chicago, IL
Thursday • 3.22.2018 • 4pm-5pm
Sunday • 3.25.2018 • 10:45am-11:45am

Construct Powerful Pay Plans That Drive Profitability
Create simple pay plans that incentivize, motivate and reward staff—empowering managers and other employees—while driving dealership profitability and gaining better management control. Set and monitor performance expectations using practical tools and guidelines, including the overall design of the pay plans, essential elements, monitoring, coaching and adjusting.

Albert Church, ASE Americas LLC, Stuart, FL
Thursday • 3.22.2018 • 2:30pm-3:30pm
Sunday • 3.25.2018 • 10:45am-11:45am

The Science of Managing, Motivating and Marketing to Millennials
As a millennial with vast experience in the auto industry, Gabrielle Bosche debunks popular myths about millennials (i.e., it’s not all about social media) to help dealers reach this generation and retain them as employees. Discover the secrets to increasing your influence among America’s largest generation and what words and phrases work with them.

Gabrielle Bosche, Powell Kohne Associates LLC, Dulles, VA
Thursday • 3.22.2018 • 2:30pm-3:30pm
Saturday • 3.24.2018 • 10:30am-11:30am

7 Proven Methods to Acquire and Retain Great Salespeople
Discover a proven game plan to acquire and retain great salespeople for today’s—and tomorrow’s—retail auto industry. Using several tips that can be implemented immediately, learn how and where to find the most talented salespeople and how to put them in positions where they will succeed and grow.

Randy Barone, Pearl Technology Holdings LLC, Plano, TX
Thursday • 3.22.2018 • 1pm-2pm
Friday • 3.23.2018 • 10:30am-11:30am

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Workshops and Education Sessions

**FIXED OPERATIONS TRACK**

**Attract More Service and Parts Customers With Digital Marketing**

Don’t want to rely on stale marketing tactics to drive new customers to fixed ops? Overwhelmed by digital marketing options and don’t know where or how to start? This fun, fast-paced and informative workshop explains how today’s consumers shop for service and parts, and shows how to create an engaging digital marketing strategy that aligns with your brand and can be measured for ROI.

*Meredith Oliver, Meredith Communications, Raleigh, NC*

**Thursday • 3.22.2018 • 2:30pm-3:30pm**
**Saturday • 3.24.2018 • 9am-10am**

**Canons of Success: The Dealership Collision Center**

Discover how to overcome challenges hindering shop performance. Learn how to create a high-performance collision center through strong personnel requirements, motivational pay plans, factory-based production techniques, accurate parts management, optimized floorplanning, and standards of advanced processing tools to significantly grow efficiency, communication, productivity and profits.

*Scott Rome, Rome Technologies Inc., Pasadena, MD*

**Saturday • 3.24.2018 • 9am-10am**
**Sunday • 3.25.2018 • 10:45am-11:45am**

**Selling Service to the Mobile Consumer**

Over 50 percent of a dealership’s gross profits come from service, and over 70 percent of fixed-ops searches come from mobile devices. Yet many dealers are losing out to brands such as Pep Boys and Jiffy Lube, which put more time and resources into digital advertising. Learn from dealers who are winning this battle by investing in mobile marketing strategies and digital best practices.

*Jeff Clark, DealerOn Inc., Derwood, MD*

**Thursday • 3.22.2018 • 4pm-5pm**
**Saturday • 3.24.2018 • 10:30am-11:30am**

**Turn One-Time Visitors Into Lifetime Customers**

Some 64 percent of dealers say retention is their first priority, but 85 percent don’t have the technology, tools and processes to deliver a first-rate ownership experience. Using examples from other best-in-class retail companies, learn how to increase retention and profitability, and how the service department can reshape the customer experience to meet—or exceed—rising consumer expectations.

*Jim Roche, Xtime, Atlanta, GA*

**Friday • 3.23.2018 • 10:30am-11:30am**
**Sunday • 3.25.2018 • 10:45am-11:45am**

**Unleash the Benefits of an Effective CTP**

Unless dealers run a car rental company, they may not know how to run a great loaner car operation. Learn how to make the customer transportation program as painless as possible, using comprehensive checklists for processes, fleet, maintenance, contracts and technology.

*Angela Margolit, Bluebird Auto Rental Systems LP, Dover, NJ*

**Thursday • 3.22.2018 • 2:30pm-3:30pm**
**Friday • 3.23.2018 • 10:30am-11:30am**
ACES, Emerging Technologies: Challenges and Opportunities for Dealers
“Autonomous,” “connected” and “electric” vehicles, and “shared mobility” are more than buzzwords—they represent changes that will have a tremendous impact on dealers. A panel of experts will discuss the legal, regulatory and practical issues dealers likely will face from consumers, regulators and others as a result of these developments.

Bradley Miller, NADA, Tysons, VA

Thursday • 3.22.2018 • 4pm-5pm

Attorneys General Sue Dealers for Millions: Are You at Risk?
The most likely person to investigate and sue a dealer is the state attorney general, who often returns to certain compliance issues again and again. Learn the key infractions of compliance laws and regulations, discuss ways to ensure dealerships are following these laws, and help dealerships determine the appropriate course of action if they are targeted by an attorney general.

Terry O’Loughlin, Reynolds and Reynolds, Kettering, OH

Thursday • 3.22.2018 • 1pm-2pm
Saturday • 3.24.2018 • 10:30am-11:30am

Dealer Sales and F&I Practices That Risk Violations
Do you add aftermarket products to line No. 1 of an RISC? Advertise internet specials? Have deal jackets with unsigned documents? Fail to follow basic safeguard practices? Allow third parties to pull customer data from the DMS but state in your privacy notice you don’t share data? Learn alternatives to these and other common practices dealers may not know put them at risk from regulators and plaintiff lawyers.

Randy Henrick, Mosaic Compliance Services LLC, Tampa, FL

Thursday • 3.22.2018 • 2:30pm-3:30pm
Saturday • 3.24.2018 • 9am-10am

Explore Hot Tax Topics With Industry Experts
This “year in review” workshop summarizes and provides compliance guidance on the most significant federal income tax developments affecting franchised auto and truck dealers over the past year.

Buddy Dearman, DHG Dealerships, Memphis, TN; Paul Metrey, NADA, Tysons, VA

Friday • 3.23.2018 • 10:30am-11:30am
Saturday • 3.24.2018 • 9am-10am

Federal Regulatory Update for Car Dealers
Learn about the significant federal laws, regulations, guidance documents and court cases that affect dealerships, as well as potential compliance strategies and resources for managing dealers’ federal compliance obligations.

Doug Greenhaus and Paul Metrey, NADA, Tysons, VA

Saturday • 3.24.2018 • 10:30am-11:30am
Sunday • 3.25.2018 • 10:45am-11:45am
Workshops and Education Sessions

$ VARIABLE OPERATIONS TRACK

**Blind Phone Master Strategies Workshop**
Average sales professionals can excel in phone sales, using proven techniques to reach and exceed their quotas. From tone and inflection, to pivoting and closing the sale, professionals will leave the workshop with a plethora of knowledge and be armed with the tools to pick up the phone and effectively influence customers to buy.

*Leslie Williams III, Dealer Synergy, Audubon, NJ*

**Thursday • 3.22.2018 • 1pm-2pm**
**Thursday • 3.22.2018 • 4pm-5pm**

**Eliminating Time Vampires That Kill Productivity and Profits**
Variable-ops personnel work long hours and are feeling more stressed and burned out than ever. At the same time, OEM obligations, social media, smartphones, texting, emailing, video and chat increasingly create distractions. Learn how to reduce stress and set up systems that guide and protect everyone’s time and actions.

*Mark Tewart, Tewart Enterprises Inc., Lebanon, OH*

**Friday • 3.23.2018 • 10:30am-11:30am**
**Saturday • 3.24.2018 • 10:30am-11:30am**

**Forget the Race to the Bottom...There’s More Gross to Be Had**
Discover simple yet powerful strategies to improve volume, average gross profit and total gross profit. Improving average gross profit is doable; improving total gross profit is imperative. Dealers are caught in a quagmire of generating volume at the expense of average gross profit. Learn how to maximize turn and increase average and total gross profit, leading to greater overall profitability.

*Tommy Gibbs, Tommy Gibbs & Associates, Treasure Island, FL*

**Thursday • 3.22.2018 • 1pm-2pm**
**Saturday • 3.24.2018 • 9am-10am**

**Master the ABCs of a Successful BDC**
Many BDCs are too complicated and focus on process over people. Develop a recruiting approach that predicts employee effectiveness before hiring, boost output by doubling dial count, create a call center that inspires your reps, establish pay plans that boost morale and motivation, and implement a call cadence that dramatically increases “speed to lead” and number of sales.

*Shannon Everhart, Gravitational Marketing, Orlando, FL*

**Thursday • 3.22.2018 • 4pm-5pm**

**Modern Sales Management: Break Plateaus and Dominate Today’s Market**
Dealers lost up to $770,000 in potential gross last year due to poor salesperson engagement. Discover what separates top sales departments from average performers, along with the processes that must be upgraded to deliver on consumer expectations. Build a powerful sales team in the transparent and digital age, and boost profits without investing more in marketing real estate or inventory.

*Jared Hamilton, DrivingSales, Sandy, UT*

**Thursday • 3.22.2018 • 2:30pm-3:30pm**
**Saturday • 3.24.2018 • 9am-10am**

**The 7 Disciplines of Internet Sales Success**
Discover a blueprint for building a highly profitable and effective internet sales department by breaking down the seven core areas with the most significant impact on a dealership’s success or failure. Participants will leave with actionable content and a clear vision to be applied at the dealership.

*Cory Mosley, Mosley Automotive, Richmond, VA*

**Thursday • 3.22.2018 • 1pm-2pm**
**Thursday • 3.22.2018 • 4pm-5pm**
Workshops and Education Sessions

$ VARIABLE OPERATIONS TRACK

**Time Hacks to Optimize the Sales Experience**
The No. 1 complaint for customers is the time it takes to close a deal, because many stores still operate with outdated processes that take too long and hurt CSI, volume and gross profit. Your customer uses technology to shop for vehicles, so learn how to use technology to identify choke points in the sales process, offer creative solutions and engage customers.

*Michael Tamas, American Financial & Automotive Services Inc., The Woodlands, TX*

**Thursday • 3.22.2018 • 2:30pm-3:30pm**
**Saturday • 3.24.2018 • 10:30am-11:30am**

**Training Is by Far the Highest ROI for Your Dealership**
Training can provide higher ROI than marketing, advertising or branding, and help the average salesperson—who relies mainly on product knowledge and sells just 9.6 units per month—become a true professional who sells 30, 40 or even 50 vehicles per month. Learn the most important curriculum needed for a sales pro to sell more cars, more often and more profitably.

*Sean V. Bradley, Dealer Synergy, Audubon, NJ*

**Friday • 3.23.2018 • 10:30am-11:30am**