

The Car Counselor's DEALER TECH SERIES 2.0

WEDNESDAY, APRIL 27, 2011
ADESA Charlotte Auto Auction

Session begins promptly at 9 a.m.

Hear from the industry authority—the only person representing the interests of the automobile dealer—who is actually meeting with Congressional representatives, the Department of Defense, Federal Trade Commission and other regulatory agencies. Learn about the latest developments and ask questions of the person who understands the changing regulatory landscape and is helping to shape the Administration's proposal to bring Wall Street reform to Main Street and its affect on you.

Dealer Tech takes a "hands on" approach to leveraging technology. We have selected vendors who are subject-matter experts in their field. Each will introduce their technology to you in a one-to-one learning environment. We will cover everything from social media principles and selling cars online to inventory management and new profit opportunities for your dealership. Since a Car Counselor's Dealer Tech session would not be complete without you having the opportunity to develop new financing relationships; national, regional and local lenders will also be represented.

WHO SHOULD ATTEND

Dealers, Managers, Finance and Internet Personnel,
Regional and Local Lenders, Technology Providers and Allied Industry
Attendance is free

KEY THEMES

Capitol Hill Update: How your business and the industry will be affected

Online and Offline Marketing: Sell more cars the right way

WEB 2.0: Enhance your Internet presence

Compliance Solutions: Practical approaches to diminish and eliminate liability

Buy Here Pay Here: Success solutions for today's changing marketplace

Access to Capital: Relationships have never been more important

SESSION FORMAT

Morning Group Session: 9 a.m.–12 p.m.

One-on-one Practical Application Sessions 12 p.m.–4 p.m.

lunch provided



Keith Whann is the leading national authority on dealer and consumer protection issues in the automobile industry. Keith's career has spanned over 25 years from a beginning as an Assistant Ohio Attorney General and founder of the law firm Whann & Associates through today, as General Counsel of the NIADA, co-owner and CEO of the Columbus Fair Auto Auction, founder of WhannTech, and the industry's voice on legislative and regulatory issues on Capitol Hill, as well as *The Car Counselor* to automobile industry.

Follow Keith at:

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LODGING

Marriott Towne Place—
Arrowood

7808 Forest Point Blvd

STANDARD RATE

\$89/night + tax

RESERVATIONS—704.227.2000

Hyatt Place—Arrowood

7900 Forest Point Blvd

STANDARD RATE

\$99/night + tax

RESERVATIONS—704.522.8400

ADDITIONAL INFORMATION

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ONLINE**

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