

Education Schedule

TUESDAY, JUNE 21

9:00am – 11:15am *Convention General Session*

Octavius 9-11, 25

Master of Ceremonies: Michael York, The Michael York Company

“State of the Industry and Setting the Course”

Session Leader: Keith Whann,
NIADA General Counsel

The kick-off session to the next three days of industry education that provides information, preparation and inspiration to independent dealers and their partners in our trade. During this session, discussions and audience interactions will focus on federal legislation, regulations and compliance, future issues, plans of action and how these will affect your dealership operations.

1:00pm – 2:00pm *“Compliance Solutions Lab”*

Octavius 15-20

Session Facilitators: Industry Experts

Ever wish you could just sit down with someone who would answer your questions about what you needed to know to comply with all of the new and not so new rules? Did you ever wonder if you were missing something? Wouldn't it be wonderful if someone could just give you an outline or a "dealer's playbook"? This Solutions Lab is designed for you. Experience the opportunity to move from "station" to station gathering solutions and ideas that will work for you.

“Internal Controls...Is Your Safe Open?”

Octavius 21-23

Session Leader: Joe Lescota,
Northwood University

Even the smallest dealership should have policies and procedures in place that will protect that business from theft and fraud. It never hurts to review how your business office handles your money and manages your assets. This session presents new aspects of effective internal controls that result in security and peace of mind.

2:15pm – 4:45pm

***“How to Protect Your Dealership:
Lawsuits, Tax Reduction, Liability, Assets”***

Octavius 9-11, 25

Session Leader: Larry Oxenham,
American Society for Asset Protection

Is your business structured so that you have maximum security and realize the most tax benefits possible? Are you doing all you can to safeguard your estate? Is your insurance enough? This session will not only answer your questions but make you think of more. Don't miss this one if the future of your dealership rests in your hands.

WEDNESDAY, JUNE 22

9:00am – 11:00am

“More Than an Internet Conversation”

Octavius 9-11, 25

Session Leader: Keith Whann,
NIADA General Counsel

The Internet explosion has brought us closer to our customers and our competition. It has forced us to learn fast and think quick. No longer a way of the future, the Internet may very well determine if we have a future. This interactive session will discuss and demonstrate the latest in social media and probably challenge the very way you currently do business. Post, Blog, Tweet—even CPO!!

3:15pm – 4:45pm

“Social Media and Internet Solutions Lab”

Octavius 15-20

Session Facilitators: Industry Experts

Now it is your turn to experience first hand and “hands on” how to make the Internet and social media work for your dealership. Whether it's building a better website, analyzing your hits, presenting your vehicles, choosing your tools, discovering mobile applications, exploring what others are doing, or seeing how “social media” fits into your dealership, this LAB is your chance to learn, apply and practice.

“Keeping Up with the Competition”

Octavius 21-23

Session Leader: Joe Lescota,
Northwood University

So who is your competition—franchise dealers, corporate used car stores or the “lot” down the road? This session will help you analyze the impact of your competitors and present strategies that promise to overcome and out-do.

THURSDAY, JUNE 23

9:00am – 11:00am *“Business Operations—Back to the Basics”*
Octavius 9-11, 25

Session Leader: Keith Whann,
NIADA General Counsel

Think you know it all when it comes to successful business practices? Think again. There's always someone who adds a different twist that makes us rethink how we run our businesses. Have you stopped lately to ask yourself what you do and why? Is it time you reinvented your wheels? This session will help you do just that.

2:15pm – 4:45pm *“7 Keys to BHPH Success”*
Octavius 15-19

Session Leaders: Al Mosher and Don Miller
Constellation Automotive Solutions

Panelists: Tom Brandis, Advantage Auto Finance
Emmaus and Sellersville, PA
Jim Holman, CMD®, The Car Store
Oklahoma City, OK
Gene Daughtry, Bestride, Inc
Russellville, AR

Learn important insights and practices in 7 key areas critical to the success of your BHPH operation. There will be discussions of topics ranging from inventory to underwriting to collections and more. You will not only hear from the experts, but from a panel of successful dealers sharing tips to improve every operation. Don't miss this one if you are a BHPH dealer or are interested in BHPH!

