

# SCHEDULE OF EVENTS

\*SUBJECT TO CHANGE

**SUNDAY, JUNE 17, 2018**

<b>3:00 - 6:00 PM</b>	<b>Registration / Information Desk</b> <i>Sponsored by Dealer Owned Warranty Company</i>
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**MONDAY, JUNE 18, 2018**

<b>SCHEDULE</b>	<b>EVENTS</b>
<b>8:00 AM - 6:00 PM</b>	<b>Registration / Information Desk</b> <i>Sponsored by Dealer Owned Warranty Company</i>
<b>9:00 AM - 10:00 AM</b>	<b>Executive Committee/Services/Foundation Boards and Past Presidents Meeting</b>
<b>10:00 AM - 2:00 PM</b>	<b>State Presidents Council Meeting</b> <i>Sponsored By High Tech Locksmiths</i>
<b>10:00 AM - 2:00 PM</b>	<b>Association Executives Council Meeting</b>
<b>1:00 PM - 2:00 PM</b>	<b>Legislative &amp; Regulatory Committee Meeting</b>
<b>2:30 - 4:00 PM</b>	<b>GENERAL MEMBERSHIP MEETING</b> Will serve as a Board of Directors meeting; all members encouraged to attend. <i>Sponsored by TradeRev</i>
<b>4:00 - 5:00 PM</b>	<b>First Timers Reception</b> <i>Sponsored by CalAmp, AutoMasters and Tax Max</i>
<b>4:00 - 5:00 PM</b>	<b>BHPH Commission Meeting</b>
<b>4:00 - 5:00 PM</b>	<b>Certified Master Dealer Discovery Forum</b> Presenter: Justin Osburn, NIADA, Twenty Group Moderator

5:00 - 6:00 PM **BHPH Commission Reception**  
*Sponsored by PasTime*

6:00- 9:00 PM **Cigars & Martinis Welcome Reception**  
*Sponsored by: AutoZone, Black Book, and Auto Data Direct*

## TUESDAY, JUNE 19, 2018

SCHEDULE	EVENTS
8:00 AM - 6:00 PM	Registration / Information Desk <i>Sponsored by Dealer Owned Warranty Company</i>
<b>MARKETPLACE KEYNOTE SERIES</b>	
9:00 - 9:30 AM	<b>GENERAL SESSION</b> Convention Opening Remarks & Industry Update Speaker: Steve Jordan, NIADA, CEO
9:30 - 10:00 AM	<b>GENERAL SESSION</b> <b>Title:</b> Mark O'Neil, Cox Automotive, Executive Vice President & Chief Operating Officer
10:00 - 10:30 AM	<b>GENERAL SESSION</b> <b>Title:</b> Chip Perry, TrueCar, CEO
10:30 - 10:45 AM	<b>BREAK</b> <i>Sponsored by REPAY</i>
10:45 - 11:15 AM	<b>GENERAL SESSION</b> Marketplace Keynote Speaker
11:15 - 11:45 PM	<b>GENERAL SESSION</b> Marketplace Keynote Speaker

12:00 - 1:30 PM

**WELCOME LUNCH**

*Sponsored by AFC/TradeRev/ADESA*

2:00 - 2:50 PM

**GENERAL SESSION**

**The Power of Twenty: Best Practices from NIADA Groups**

**Moderator: Chuck Bonanno, NIADA, Director of Twenty Group Operations**

**Panelists: David Brotherton, NIADA, Twenty Group Moderator; Mark Dubois, NIADA, Twenty Group Moderator; Justin Osburn, NIADA, Twenty Group Moderator**

2:50 - 3:00 PM

**BREAK**

3:00 - 4:00 PM

**GENERAL SESSION: KEYNOTE SPEAKER**

**Speaker: Dick Vitale: College Basketball Analyst, ABC Sports and ESPN**

*Sponsored by CARFAX*

**BREAKOUT SESSIONS**

4:15 - 5:00 PM

**Subprime Auto Finance Update and Benchmarks: Looking Back and Ahead**

**Speakers: Ken Shilson, Subprime Analytics, President**

4:15 - 5:00 PM

**Dealers v. Attorneys General: The High Risk of Conflict**

**Speakers: Terry O'Loughlin, Director of Compliance, Reynolds and Reynolds**

4:15 - 5:00 PM

**Millenials Want to Couch Their Own Deals - Here's Why You Should Let Them**

**Speakers: Matt Weinberg, Drive Motors, SVP of Consumer Experience**

4:15 - 5:00 PM

**Retail Lenders Panel**

4:15 - 5:00 PM

**Digital Marketing to the BPH Customer**

**Speakers: Jesse Martin, DealerCenter, Sr. Vice President Sales & Marketing; Tom Eaton, Youtily, CEO**

4:15 - 5:00 PM

**CPO 101: A Primer to Entering the Certified Preowned Marketplace**

**Moderator: Al Sacko, Warrantech**  
**Panelists: Michael Sims, Warrantech; Renee Perri, Wheels Automotive**

**5:00 - 8:00 PM** **Expo Reception & Grand Opening**  
*Sponsored by Spireon and NVP Warranty*

**8:00 - 9:30 PM** **FIADA Member Meeting & Reception**  
*Sponsored by Auto Data Direct*

## WEDNESDAY, JUNE 20, 2018

### SCHEDULE

### EVENTS

**8:00 AM - 6:00 PM** **Registration / Information Desk**  
*Sponsored by Dealer Owned Warranty Company*

**9:00 AM - 12:30 PM** **National Quality Dealer Interviews**

**8:30 - 9:30 AM** **GENERAL SESSION**  
Session Title: TBD  
Speaker: Patrick Brennan, Senior Vice President, Inventory Solutions, Cox Automotive

**9:30 - 9:45 AM** **BREAK**  
*Sponsored by Used Car News*

### BREAKOUT SESSIONS

**9:45 - 10:45 AM** **Contract Buyers Panel**  
Moderator: Ken Shilson  
Panelists: Robert Chappell, CAR Financial Services, President; Tyson Lee, United Acceptance; Todd LaRuffa, Westlake Financial Services; Mark Namaan, Receivables Management Association

**9:45 - 10:45 AM** **Digitization of the Wholesale Landscape and Changing Customer Preferences**  
Speaker: Derek Hansen, Cox Automotive, Vice President, Off-Site Solutions, Manheim

**9:45 - 10:45 AM** Collections Best Practices Dealer Panel  
Moderator: David Brotherton, NIADA, Twenty Group Moderator

**9:45 - 10:45 AM** BHPH 101: A Critical Checklist for Your Business  
Speaker: Ingram Walters

**9:45 - 10:45 AM** How to Create the Most Effective Messaging Campaigns for Your Dealership  
Speakers: Chris Leedom, Textmaxx Pro, President; Paul Johnson, Textmaxx Pro, Director of Sales and Operations

**9:45 - 10:45 AM** Compliance Considerations in Repossessions  
Speakers: Nicole Munro, Hudson Cook, Partner; Corinne Kirkendall, PassTime, Vice President of Compliance and Regulatory Affairs

**10:45 - 11:00 AM** BREAK

**11:00AM - 3:00 PM** Expo Hall Opens & Networking Lunch

**3:00 - 5:00 PM** FINANCING FAIR

### **BREAKOUT SESSIONS**

**3:15 - 4:00 PM** Lines of Credit/Floorplan Panel  
Moderator: Ken Shilson  
Panelists: Joe Keadle, AFC, COO; Paxton Wright, Primalend, COO; Randy Dohse, NextGear Capital, SVP Field Operations; Chris McCarty, First Tennessee; Jay Cook, CapitalSource, Senior Vice President, Portfolio Manager

**3:15 - 4:00 PM** Best Practices from NIADA CPO Dealers  
Moderator: Scott Lilja, NIADA  
Panelists: Todd Hoagey, Auction Direct USA; Laura Krietz, Charles Krietz, Krietz Auto Sales; Chris Johnson, 6th Gear Auto Sales

**3:15 - 4:00 PM** **Top Litigation Risks in Debt Collection**  
**Speaker: Donald Maurice, Maurice Wutscher LLP, Principal**

**3:15 - 4:00 PM** **Developing a Rock Solid BDC**  
**Moderator: Justin Osburn, NIADA, Twenty Group Moderator**

**3:15 - 4:00 PM** **Creating a Dominant Video Strategy**  
**Speaker: Phil Sura, UnityWorks**

**3:15 - 4:00 PM** **How to Earn An Extra Million Using a Tax Promotion**  
**Speaker: Bill Neylan, Tax Refund Services Tax Max**

**4:00 - 4:15 PM** **BREAK**

### **BREAKOUT SESSIONS**

**4:15 - 5:00 PM** **Legal Considerations in Offering Warranties and Service Contracts**  
**Speaker: Courtney Estep, Federal Trade Commission**

**4:15 - 5:00 PM** **Underwriting Your Deals: A Panel Perspective**  
**Moderator: Mark Dubois, NIADA, Twenty Group Moderator**  
**Panelists: Navin Bathija, Neo, CEO; Jeff Higgins, J.D. Byrider, General Counsel;**

**4:15 - 5:00 PM** **Reaching the CPO Customer through Digital Marketing**  
**Speakers: Marcus Dame, Cox Automotive;**

**4:15 - 5:00 PM** **Shop Local v. Buy Global: How to Source Inventory in Today's Connected World**  
**Speakers: Brad Yeager, Regional Sales Director, TradeRev; Devra Callaghan, Automotive Finance Corporation, Vice President of Marketing**

**4:15 - 5:00 PM** **A How To On Credit Reporting**  
**Speakers: Allen Dobbins, Ignite Consulting; Richard Hudson, Ignite Consulting; Steve Levine, Ignite Consulting**

4:15 - 5:00 PM	A View on Recalls from the Manufacturers
6:00 - 7:00 PM	National Leadership Awards Reception
7:00 - 9:00 PM	National Leadership Awards Banquet <i>Sponsored by NAAA and Northwood University</i> <i>President's Ring Presented by Black Book</i>

## THURSDAY, JUNE 21, 2018

SCHEDULE	EVENTS
8:00 AM - 3:00 PM	Registration / Information Desk <i>Sponsored by Dealer Owned Warranty Company</i>

### BREAKOUT SESSIONS

8:30 - 9:30 AM	Understanding How the New Tax Reform Law Impacts Your Dealership Moderator: Ken Shilson, Subprime Analytics, President Panelists: Dave Wiggins, CliftonLarsonAllen, Principal; Scott Ruby, RSM US, Senior Director Tax Services; Steven Carstens, Shilson, Goldberg, Cheung and Associates; Kevin Sullivan, Katz, Sapper & Miller, Partner; Ronald Lee, RSM US, Partner
8:30 - 9:30 AM	Consumer Trends in the CPO Marketplace Speakers: Ivan Drury, Edmunds; Bob Grill, CARFAX, Senior Partner Development Manager
8:30 - 9:30 AM	Quick Locate and Predictive Insight: Taking Risk Mitigation and Vehicle Recovery to New Heights Speaker: Reggie Ponsford, Spireon, SVP Sales - Vehicle Finance
8:30 - 9:30 AM	Service Operations for Your Retail Dealership Moderator: Justin Osburn, NIADA Twenty Group Moderator
8:30 - 9:30 AM	Finding the Right Technology Solutions for Your Dealership

**Speakers: Mark Begley, Autosoft, Director of Client Advocacy**

**8:30 - 9:30 AM**

**Independent Auction Panel**

**Moderator: Lynn Weaver, Independent Auction Group, Executive Director      Panelists:  
Doug Turner, America's Auto Auction; Chad Bailey, Akron Auto Auction; David Andrews,  
Dealers Auto Auction; Michele Noblitt, Dealers Auto Auction of the Rockies**

**9:30 - 9:45 AM**

**BREAK**

*Sponsored by Frazer Computing*

## **BREAKOUT SESSIONS**

**9:45 - 10:45 AM**

**Discover the Economic Trends in the Used Car Industry**

**Panelists: Tom Kontos, KAR Auction Services, Chief Economist; Jonathan Smoke, Cox  
Automotive, Chief Economist; Gunnar Blix, Equifax, Deputy Chief Economist**

**9:45 - 10:45 AM**

**Break the Barriers of Digital Marketing and Cut Through Vendor Speak  
Speaker: Glenn Pasch, PCG Companies**

**9:45 - 10:45 AM**

**Hot Employment Law Topics for Small Businesses  
Speaker: Claudine Jackson, Phelps Dunbar LLP, Partner**

**9:45 - 10:45 AM**

**Leadership vs. Management: What's the Difference When Motivating Your People  
Speaker: Paul Webb, StreetSmart, CEO**

**9:45 - 10:45 AM**

**Is Lease Here Pay Here For You?**

**Moderator: Chuck Bonanno, NIADA, Director of Twenty Group Operations  
Panelists: Mark Dubois, NIADA, Twenty Group Moderator;**

**9:45 - 10:45 AM**

**Listen to Your Financial Statement: You'd Be Surprised What Its Telling You  
Speakers: Melanie Wilson, NIADA, CFO**

**11:00 AM - 2:00 PM**

**Expo Hall Opens & Networking Lunch**



*Sponsored by Equifax*

1:30 - 1:45 PM

Live Car Auction Benefiting the NIADA Foundation

*Sponsored by ADESA, AFC and IAA of the KAR Auction Services group of companies*

2:00 - 3:00 PM

National Quality Dealer Awards Rehearsal

2:00 - 2:15 PM

BREAK

### **BREAKOUT SESSIONS**

2:15 - 3:00 PM

Cracking the Facebook Code: The Playbook For Using Facebook to Sell More Cars

Speaker: Rich Bolandi, Gravitational Marketing

2:15 - 3:00 PM

Risk Managing the Inevitable: Strategies for Funding Uninsured Physical Damage

Speaker: Chris Kirwin, Berkshire Risk Management

2:15 - 3:00 PM

Data Breaches, Ransomware and All Things Cyber Security

Speakers: Allen Dobbins, GoTech Software; Robbie Hudson, GoTech Software

2:15 - 3:00 PM

Service and Reconditioning Tips for the BHPH Dealer

Moderator: David Brotherton, NIADA, Twenty Group Moderator

2:15 - 3:00 PM

A Playbook of Easy Strategies for SEO and Inventory Marketing

Speaker: Tracy Amato, Auction 123

2:15 - 3:00 PM

Mobility as a Service – How You Can Profit Today by Getting in the Game

Speaker: John Possumato, Lyft

3:00 - 3:15 PM

BREAK

### **BREAKOUT SESSIONS**

3:15 - 4:00 PM

The Next Level of GPS is Here

Speaker: Ariad Sommer, CEO, Ituran

3:15 - 4:00 PM	<b>Today's Car Buyers: What The Data Shows and How You Need to Adapt</b> <b>Speaker: Josh Allen, CarGurus, SVP North American Sales and Service</b>
3:15 - 4:00 PM	<b>Wake Up Call: Are Your Sales Calls Pointless?</b> <b>Speaker: Maggie Pugesek, C&amp;M Coaching</b>
3:15 - 4:00 PM	<b>Emerging Technologies: Top 5 Challenges Facing BHPH Dealers</b> <b>Speaker: Randy Spradlin, defi SOLUTIONS</b>
3:15 - 4:00 PM	<b>Are You Shopping for a New DMS? What You Need to Consider</b> <b>Speaker: Justin Osburn, NIADA, Twenty Group Moderator</b>
3:15 - 4:15 PM	<b>Florida Department Motorist Services: Helping Florida Dealers Stay Compliant</b> <b>Speaker: Palmer Brand, Florida Department of Highway Safety and Motor Vehicles</b>
5:30 - 6:00 PM	<b>National Quality Dealer Reception</b>
6:00 - 8:45 PM	<b>National Quality Dealer Award Banquet</b> <i>Sponsored by Cox Automotive, J.D. Power NADA Used Car Guide and Northwood University</i>
9:00 - 11:00 PM	<b>National Quality Dealer After Party</b>