



**Annual Membership Meeting
Agenda
(Subject to Change)**

| Time/Location | | Tuesday, July 11, 2017 | |
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| 12noon-5:00pm Glimmer 5 | | Registration | |
| 3:30pm-5:30pm Glimmer 1-4 | | Member Only Town Hall Meeting ** NAMAD Members Only | |
| 5:45-pm-6:30pm Glimmer 1-4 | | Workshop: “Auto Industry Economic Update” Workshop Description: Wall Street analysis will offer the views on how changing technologies and government regulations could impact both auto dealers and manufacturers Facilitator: John Murphy, Managing Director, Bank of America Merrill Lynch Sponsor: Bank of America Merrill Lynch | |
| 7:00pm-9:00pm Ocean Lawn (outside) | | Welcome Reception Sponsored by: Nissan North America | |
| Time | | Wednesday, July 12, 2017 | |
| 5:30am -7:00am North Lobby (near Fontaine Ballroom) | | Ally Health Walk with MSG Cedric King Smoothie Bar sponsored by Ally 1.5 Mile Walk/Run up; 1.5 Mile Walk/Run back= 3miles Healthy Smoothie Bar upon return Sponsored by: Ally | |
| 7:30am- 4:00pm Glimmer 5 | | Registration | |
| 8:30am- 12:00pm Glimmer 1-4 | | Breakfast- General Session Sponsored by: True Car | |
| 12noon-1:30pm Glimmer 1-4 | | Informational Session Luncheon- General Motors Sponsored by: General Motors | |
| 1:45pm- 2:45pm Glimmer 1-4 | | Workshop: “The Dealership of the Future: Aligning Your Operational and People Strategy” Workshop Description: Changing consumer behaviors, employee demographics and economic conditions are forcing dealerships to review the effectiveness of traditional org structures. With this shift, leaders are scrambling to invest in and build coordinating teams that have the skills, autonomy and motivation to provide the relationship-based car buying experience demanded today. During this session, Candice Crane, Vice President of Dealer Solutions for Hireology, will lead a discussion on how to design and hire for the workplace of the future. Attendees will walk away with an understanding of: <ul style="list-style-type: none"> • New organizational structures that streamline operations and shed non-value adding silos • The power of one-person selling models and small teams to reduce transaction time and build stronger customer relationships | |

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| | <ul style="list-style-type: none"> • Transformational compensation plans that drive the right behaviors and increase retention long-term <p>Significant changes are coming to the auto retail model - Don't get left behind.</p> <p>Facilitator: Candice Crane Hireology VP, Dealer Solutions</p> |
| 3:00pm- 4:00pm Glimmer 1-4 | <p>Workshop: “Start the Deal Right with Soft Pull Credit Solutions”</p> <p>Workshop Description: Soft Pull products using live credit data are very different in how they work and the impacts they have on your dealership processes. Do you know the differences and why it matters?</p> <p>Facilitator: Bob Lettis- 700 Credit, Pete MacInnis- eLend Solutions</p> |
| 5:30 (Buses Departs North Lobby) | <p>**Chairman’s Reception- “City Night Light Cruise” and Dinner, SeaFair Mega Yacht</p> <p>Sponsored by: Ford Motor Company</p> <p>Attire: White Party Attire</p> |
| Time | Thursday, July 13, 2017 |
| 7:30am- 4:00pm Glimmer 5 | Registration |
| 8:15am-9:00am Glimmer 1-4 | <p>Breakfast- Workshop: “Tailoring Your Digital Marketing Mix for Multi-generational Auto Buyers”</p> <p>Workshop Description: You've probably dedicated some of your budget to digital marketing, but do you know if it's really working? Like, really, <i>really</i> working? Chance are, you're missing the mark when it comes to measuring the success of your digital marketing campaigns. My name is Gary Galloway, Automotive Digital Marketing Evangelist with Netsertive. Based on my years of automotive digital marketing experience, I'm going to help you quit your bad habits, and teach you how to use Google Analytics the right way.</p> <p>Facilitator: Gary Galloway</p> <p>Sponsor: netsertive</p> |
| 9:15am-10:30am Glimmer 1-4 | <p>Workshop: The (Near) Future of the Auto Industry: 5 Key Trends Impacting Dealers Today</p> <p>Workshop Description: Raj Sundaram, Executive Vice President & Chief Client Success Officer will discuss several big things happening right now in the automotive industry from credit availability to digital retail, and in the process arm dealers with strategies to ride the tidal wave of change rather than end up all wet.</p> <p>Facilitator: Raj Sundaram</p> <p>Sponsor: COX Automotive</p> |
| 10:45am-12noon Glimmer 1-4 | <p>Workshop: “Business Succession Planning: Obstacles and Strategies”</p> <p>Description: The Family Owned Business is a Unique Animal. Topics covered will include “Why do Auto Dealers Fail?, Succession Planning Obstacles/Concerns”, 4 Ways to Transfer your Business” The Planning Solutions Group advises both large and small dealer groups on a variety of ways to structure, implement, and execute succession plans for your family</p> <p>Facilitator: Christophe P. Dionot, JD, Family Wealth Advisor and Don Hannahs, Partner, Planning Solutions Group</p> <p>Sponsor: Planning Solutions Group</p> |

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| 12:15pm-2:00pm Fontaine Ballroom (Entrance via the North Lobby) | America Honda- Speaker Luncheon Guest Speaker: Valerie Jarrett , Former Senior Advisor to President Barack Obama |
| 2:15pm-3:30pm Glimmer 1-4 | Workshop: “Your Body is Talking Even when You’re Not” Workshop Description: Approximately 80% of communication is expressed nonverbally. When you know how to unlock and tap the secrets of people's nonverbal cues, you'll always have the advantage in any situation. Imagine armed with this powerful information you'll be able to sit in a business meeting and know what your colleagues and boss are really thinking and feeling. Imagine knowing the perfect time to close the deal or negotiation. You'll even learn how your body language is influencing your boss and how it may affect your impact your promotion and career. In this interactive power pact session you will discover: * How to detect deception * The most powerful behaviors that reveal our confidence and true sentiments * How the subconscious limbic system drives all body language * What the face truly reveals and why it's the least likely place to gauge a person's true feelings * What your feet and handshake reveal about moods and motives * What women in leadership should never do with their hands during critical presentations and negotiations * How to speed read a room *Much More! Facilitator: Linda Clemons, Sales & Body Language Expert |
| 3:45pm-4:45pm | Workshop: “Cyber Security Issues for Today’s Dealership” Facilitator: Sharon Kitzman, COX Automotive, DMS |
| 6:30pm-8:30pm Fleur De Lis Ballroom (Entrance via the Chateau Lobby) | Awards Dinner Sponsor: Toyota Motor Sales |
| 8:30pm- 11:00pm | AfterGlow Entertainment: Guest DJ Ruckus and Rev Run Sponsor: Cox Automotive |
| Time | Friday, July 14, 2017 |
| 8:00am- 3:30pm | Dealer One on One’s |