



2011 NADA Convention & Expo Workshop Schedule

Track 1-Executive/Dealer

Best of 20 Group Ideas

2011T1-122

During this workshop, you will have the opportunity to hear what other dealers have done to change their businesses. The ideas cover the full range of dealership activities: increasing sales and gross, decreasing expenses, increasing customer and employee satisfaction.

Presented by:

Lycia Jedlicki
National Automobile Dealers Association
McLean, VA

Schedule:

Friday, February 4	3:15 PM	Room 2001 West
Saturday, February 5	11:00 AM	Room 2018 West
Monday, February 7	8:30 AM	Room 2001 West

Easy Steps to Family Business Succession

2011T1-2

Only 25 percent of dealers have a succession plan. Even fewer have plans that will work effectively. Your succession team needs to think beyond 30 days, 30 months, and even 30 years. During this workshop, the speakers will discuss what you really need to measure to be successful now and for the future. Discover how to protect your estate, your cash flow, and your ROI.

Presented by:

Hugh Roberts	Dan Schneider
The Rawls Group	The Rawls Group
Woodland Hills, CA	Newton, IA

Schedule:

Friday, February 4	3:15 PM	Room 2014 West
Saturday, February 5	11:00 AM	Room 2020 West
Sunday, February 6	2:15 PM	Room 2003 West



Track 1-Executive/Dealer (continued)

Real World Skills to Drive Real Results

2011T1-133

This workshop will show the benefits of NADA University and how it's the most convenient and complete online and instructor led training and education resource available in the auto industry today. We encourage dealers, OEMs, allied industry companies, or anyone looking to understand dealership operations and/or build dealership profitability to see how this new resource can be a "game-changer," especially in a challenging market. You will learn how its four "automotive centers of excellence" fit together to provide a complete, "real world" training and education.

Presented by: Bob Kostkan National Automobile Dealers Association McLean, VA	Schedule:	Friday, February 4	1:30 PM	Room 2011 West
		Sunday, February 6	11:00 AM	Room 2011 West
		Monday, February 7	10:30 AM	Room 2024 West

UNICAP and other Federal Tax Developments

2011T1-3

In this economy, dealers need to look at the available tax strategies that can help them hold onto their hard-earned money, improve cash flow, and reinvest back into the dealership. Cost segregation studies, energy-efficient building deductions, capitalized repairs, and facility incentives to improve facilities and inventory purchase adjustments are just some of the strategies dealers can use to minimize their tax liability. Additionally, a proposed change to UNICAP has the potential to cost dealers thousands. This workshop will review these tax strategies and provide an update on the latest proposed changes to UNICAP.

Presented by: Terri Harris Internal Revenue Service Columbus, OH	Robert Zwiers Crowe Horwath LLP Grand Rapids, MI	Schedule:	Sunday, February 6	11:00 AM	Room 2000 West
			Monday, February 7	8:30 AM	Room 2018 West



Track 2—Management

2011 - It's Time to Grow

2011T2-99

2008 and most of 2009 were about survival for most dealerships. In late 2009 and 2010, dealers focused on recovery and got their dealerships back on track. Now it's 2011, and time to move to into phase III - it's time to plan your growth. Your expenses are in line and you've improved the structure of your business model. Attend this workshop and Joe Verde will take you through the final step to put your dealership on the road to more success by developing best practices in key areas that both control and affect your continuous growth

Presented by:

Joe Verde
Joe Verde Sales & Management Training, Inc.
San Juan Capistrano, CA

Schedule:

Saturday, February 5	11:00 AM	Room 2001 West
Sunday, February 6	2:15 PM	Room 2020 West
Monday, February 7	10:30 AM	Room 2001 West

How Does Your Dealership Measure Up?

2011T2-54

In this workshop, the speaker will discuss how to increase productivity by indentifying daily goals for each department, manager, and employee. Walk away from this workshop with the ability to conduct effective and efficient weekly managers' meetings. You will gain the tools to improve profitability by developing more accurate monthly forecasts and specific pay plans.

Presented by:

Steve Emery
National Automobile Dealers Association
McLean, VA

Schedule:

Saturday, February 5	11:00 AM	Room 2016 West
Sunday, February 6	11:00 AM	Room 2020 West
Monday, February 7	10:30 AM	Room 2016 West



Track 2—Management (continued)

How to Make Good General Managers, Great General Managers 2011T2-73

In working closely with developing general managers for over 20 years, Jeff Sacks has had the opportunity of pinpointing those attributes that make for exceptional general managers, as well as the common oversights that have hindered many from attaining their true operating potential. This workshop will share the many vital attributes of great general managers, the critical reporting protocols they embrace, and other key techniques they utilize to get their dealership to that 'next level' of performance.

Presented by:

Jeff Sacks
Jeff Sacks & Associates
LaJolla, CA

Schedule:

Friday, February 4	1:30 PM	Room 2009 West
Saturday, February 5	11:00 AM	Room 2024 West
Monday, February 7	10:30 AM	Room 2009 West

Keys to Used Car Success

2011T2-41

Dale Pollak will illustrate strategy and culture shifts for profitable used car operations while addressing a common question in today's used vehicle departments, "Where did the profit go?" The workshop will examine how chasing average gross profit is killing the used vehicle department and prepare dealers to position themselves for success in both the physical and virtual realms. The techniques presented are essential in today's transparent marketplace to transform dealership sales processes to maximize per unit gross and drive bottom line results.

Presented by:

Dale Pollak
vAuto, Inc.
Oak Brook, IL

Schedule:

Friday, February 4	3:15 PM	Room 2005 West
Saturday, February 5	11:00 AM	Room 2022 West
Sunday, February 6	2:15 PM	Room 2005 West



Track 2—Management (continued)

Legendary Service at The Ritz-Carlton

2011T2-132

Designed for leaders who want to benchmark and learn about The Ritz-Carlton philosophy and core values, and how to translate them into high levels of employee and customer engagement and loyalty. This program examines the corporate culture, and how it plays a role in the foundation of every company.

Presented by:

Brian Grubb
The Ritz-Carlton Leadership Center

Schedule:

Monday, February 7 8:30 AM Room 2002—2004 West

Strategies for Managing Activity

2011T2-56

This workshop will focus on how to turn what would be considered a weakness at most dealerships into a strength. When business was great, everybody looked good. Customers were walking through the door and managers thought their jobs were all about desking and closing deals. When business slowed, we found that many dealership managers and sales staff were not prepared, and in many cases, did not know how to drive traffic. A lot of systems were hastily put into place and failed in many cases due to poor preparation and execution. We will discuss what works and why.

Presented by:

Alan Ram
Proactive Training Solutions
Scottsdale, AZ

Schedule:

Friday, February 4 1:30 PM Room 2016 West
Sunday, February 6 2:15 PM Room 2016 West
Monday, February 7 8:30 AM Room 2020 West



Track 3—Business Office

Preventing and Detecting Fraud

2011T3-135

During this session, learn how to recognize different types of fraud commonly affecting dealerships. Discover methods for fraud detection and prevention and what to do if you discover fraud at your dealership. Dealers, general managers, controllers and CFOs should attend.

Presented by:

Dan Cheyney
Moss Adams LLP
Everett, WA

Nancy Young
Moss Adams LLP
Portland, OR

Schedule:

Friday, February 4	1:30 PM	Room 2001 West
Sunday, February 6	11:00 AM	Room 2001 West
Sunday, February 6	2:15 PM	Room 2018 West

Track 4—Human Resources

The Healthcare Bill Overhaul: How it Affects You

2011T4-18

In this workshop, partner principals from a national accounting firm's healthcare and dealership group will discuss the long-term effects the healthcare bill will have on future healthcare, its long-term costs to your dealership, and the direct costs for penalties and tax to your dealership. You will cover the anticipated changes in the group healthcare market, its cost effects, and expected changes to the healthcare delivery system. The speakers will then drill down to the expected costs and additional taxes, along with related planning, that each dealer will want to consider as provisions are phased in over the next eight years.

Presented by:

David Wiggins
LarsonAllen LLP
St. Louis, MO

John Richter
LarsonAllen LLP
Charlotte, NC

Schedule:

Friday, February 4	1:30 PM	Room 2014 West
Saturday, February 5	11:00 AM	Room 2003 West
Sunday, February 6	11:00 AM	Room 2018 West

Track 5—Legal/Regulatory

2011 Top Legal Trends for Dealers

2011T5-71

Three leading dealer attorneys will address the most significant legal trends/issues/challenges for dealers in 2011. Eric Chase and Mike Charapp will focus on franchise relationship issues, and Rob Cohen will focus on regulatory and compliance issues.

Presented by:

Eric Chase	Michael Charapp	Rob Cohen
Bressler, Amery & Ross, P.C.	Charapp & Weiss, LLP	Auto Advisory Services, Inc.
Florham Park, NJ	McLean, VA	Tustin, CA

Schedule: Friday, February 4 3:15 PM Room 2000 West
 Sunday, February 6 2:15 PM Room 2022 West
 Monday, February 7 8:30 AM Room 2000 West

Federal Regulatory Developments Affecting Dealerships

2011T5-121

This important need-to-know workshop will present essential updates on a flurry of new federal government activities impacting franchised auto dealerships. Join NADA attorneys Doug Greenhaus and Paul Metrey as they cover a wide variety of new federal rules and requirements. Learn cost-effective compliance tips and how to avoid legal trouble while saving money at the same time.

Presented by:

Paul Metrey	Doug Greenhaus
National Automobile Dealers Association	National Automobile Dealers Association
McLean, VA	McLean, VA

Schedule: Saturday, February 5 11:00 AM Room 2000 West
 Monday, February 7 10:30 AM Room 2018 West

Track 6-Online Presence

Blogs, Microsites and SEO

2011T6-126

This workshop is for dealers looking for the unfair advantage to dominate their online marketplace. With an understanding of Search Engine Optimization dealers will see the important of content marketing, primarily through blogs and microsites. These online assets are like casting a huge fishing net to capture the most amount of customers and convert them into phone calls, walk ins and internet leads for your store. Each participant will be exposed to SEO principles; will be shown real dealership examples of successful blogs and microsites and will be given the process needed to execute a blog/microsite/SEO strategy at their store.

Presented by:

Brian Pasch
Pasch Consulting
Rumson, NJ

Schedule:

Friday, February 4	3:15 PM	Room 2002-2004 West
Sunday, February 6	2:15 PM	Room 2006—2008 West
Monday, February 7	8:30 AM	Room 2011 West

Fixed Operations Retention in the Digital World

2011T6-127

This course will outline a handful of the most successful proven digital strategies for bringing back and retaining fixed operations customers. This will show a broad spectrum of tactics for the fixed operations and will highlight recent research that shows the power of online reviews and social media in the service department.

Presented by:

Kevin Root	Mike DeCecco
Driverside.com	Dealer.com
Seattle, WA	Burlington, VT

Schedule:

Friday, February 4	1:30 PM	Room 2020 West
Sunday, February 6	2:15 PM	Room 2001 West
Monday, February 7	10:30 AM	Room 2005 West



Track 6-Online Presence (continued)

Increase Traffic and Engagement Through Video

2011T6-35

YouTube is the world's second largest search engine and videos properly optimized will not only rank on YouTube but will be picked up by Google as well. Dealers who know how to make creative videos, and optimize them properly stand to be listed at the top of both Google and YouTube, capturing high volumes of relevant traffic proven to boost sales from the world's top two search engines. This session will teach you all you need to know to execute a proper vSEO strategy at your dealership.

Presented by:

Sean Bradley
Dealer Synergy Inc.
Philadelphia, PA

Schedule:

Saturday, February 5	11:00 AM	Room 2011 West
Sunday, February 6	11:00 AM	Room 2024 West
Monday, February 7	10:30 AM	Room 2011 West

Influencing Car Shoppers Beyond the Click

2011T6-44

Consumer shopping behavior has shifted in response to the "new" New Economy. Car shoppers are spending more time researching in the online space, actively choosing to engage with the medium to scrutinize potential purchases. However, click-through rates and email leads do not accurately measure the influence the Internet has on these shoppers. This workshop offers dealers a peek into the mindset of today's car shoppers and demonstrates how to use the Internet to influence their decision-making process. The session includes real-life merchandising examples that build value with today's conscientious consumer.

Presented by:

Howard Polirer
AutoTrader.com
Atlanta, GA

Schedule:

Friday, February 4	3:15 PM	Room 2006—2008 West
Sunday, February 6	11:00 AM	Room 2002—2004 West
Monday, February 7	8:30 AM	Room 2009 West

Track 6-Online Presence (continued)

Insights into Consumer Behavior

2011T6-27

During this session, we'll discuss the importance of an online presence for dealers. Specifically, we'll look at the methods one can take to help potential consumers find their dealership at precisely the moment of relevance via search engine marketing. Throughout the workshop, attendees will cover data and statistics on automotive consumer behavior online, receive free tools to help build their online presence, and learn the metrics and concepts necessary for successful online campaigns.

Presented by:

Michelle Morris
Google
Birmingham, MI

Schedule: Friday, February 4 1:30 PM Room 2002- 2004 West
Saturday, February 5 11:00 AM Room 2006—2008 West
Sunday, February 6 2:15 PM Room 2002—2004 West

Perfecting the Online Lead Mix

2011T6-124

The Internet is fundamentally an “influencing” medium rather than a “direct response” medium. As a result, car shoppers are heavily influenced beyond what online activity metrics indicate. This program will offer automotive industry professionals a peek into the mindset of today’s car shoppers, as well as demonstrate how to use the Internet to influence their decision-making process. Finally, it will also provide examples of how to build consideration with today’s conscientious consumers in online automotive advertising.

Presented by:

David Kain Anna Zornosa
Kain Automotive Dealix, a division of Cobalt
Lexington, KY Redwood City, CA

Schedule: Saturday, February 5 11:00 AM Room 2014 West
Sunday, February 6 11:00 AM Room 2014 West
Monday, February 7 10:30 AM Room 2020 West



Track 6-Online Presence (continued)

Social Media 101

2011T6-128

In this workshop, we will cover the social media landscape, trends and best practices dealerships need to have to be successful. We will cover the blocking and tackling of reputation management, content generation and publication, connecting and building influential "friends" and the basic tools each dealership needs at the ground floor to get a social strategy going with the proper foundation.

Presented by:
Jared Hamilton
DrivingSales.com
Sandy, UT

Schedule:	Friday, February 4	1:30 PM	Room 2024 West
	Sunday, February 6	11:00 AM	Room 2007 West
	Monday, February 7	8:30 AM	Room 2007 West

Social Media 201

2011T6-129

In this advanced social media workshop, we will discuss progressive techniques to generate and track ROI, including link building, traffic generation and social CRM. In addition, we will cover the hottest frontier of consumer behavior; location based mobile networking in communities like Foursquare, Gowalla and others. We will show case studies of real dealers generating real ROI with advanced social strategies that can be implemented at your store.

Presented by:
TBA
DrivingSales.com
Sandy, UT

Schedule:	Friday, February 4	3:15 PM	Room 2024 West
	Sunday, February 6	2:15 PM	Room 2007 West
	Monday, February 7	10:30 AM	Room 2007 West



Track 6-Online Presence (continued)

Web Analytics: Improve Your Conversion Rate

2011T6-90

Every dealership knows how to manage a show room by tracking walkins, to demos, to write ups, to close. The practice of managing these benchmarks (demo percent, write up percent and closing percentage) is proven successful in accessing your team, making marketing decisions, training decisions and personnel decisions. Few dealerships realize, however, that these exact same management statistics are available for their digital showroom on their web-site. In this workshop, attendees will learn to manage their web traffic, like their show room, to maximize the conversion (for close rate) rate of the site to generate more leads and thus sales for the store. This is a "hands-on" management course guaranteed to show you how to maximize the current traffic you have to generate more leads instantly.

Presented by:
Todd Smith
ActivEngage, Inc.
Orlando, FL

Schedule:	Friday, February 4	3:15 PM	Room 2011 West
	Sunday, February 6	2:15 PM	Room 2011 West
	Monday, February 7	8:30 AM	Room 2006—2008 West

Track 7-Sales/Leasing/Finance

Focus On F&I: Take A Walk on the WOW! Side

2011T7-104

Customers today know (and they've been warned!) that once they agree to buy a car, a finance manager is going to try to sell them some more stuff! Building F&I income requires eliminating negative expectations and giving customers a totally different F&I experience than they had last time. That includes scrapping memorized word-tracks and product "presentations," and creating an environment in which F&I adds real value to the customer's purchase experience. "Take A Walk On The WOW! Side" will identify nine process improvements dealers must implement in 2011 to increase profits and ensure the F&I experience is valuable to customers.

Presented by:
Ronald Reahard
Reahard & Associates, Inc.
Soddy Daisy, TN

Schedule:	Friday, February 4	1:30 PM	Room 2000 West
	Sunday, February 6	11:00 AM	Room 2022 West
	Monday, February 7	10:30 AM	Room 2000 West



Track 7-Sales/Leasing/Finance (continued)

Increase Special Finance Volume and Profit

2011T7-15

Most lenders have tightened standards for vehicle loans. Dealerships' sales volume and gross profits are suffering. Dealers, general managers, sales managers, and business managers attending this workshop will learn behaviors and actions necessary to turn a prospect into a satisfied customer, and at the same time produce an increased gross profit. Participants will leave this workshop understanding the true value of a credit-challenged customer along with the solutions to make this a simple and successful process.

Presented by:

Mike Tamas
American Financial/The
Automotive Training Academy
The Woodlands, TX

Schedule:

Friday, February 4	3:15 PM	Room 2020 West
Sunday, February 6	2:15 PM	Room 2000 West
Monday, February 7	10:30 AM	Room 2014 West

New Language for Mastering the Modern Internet Phone-up

2011T7-115

This fresh approach for incoming sales calls is engaging, informative, and consumer-friendly. Participants are exposed to a new language and approach to create appointments that actually post without the expectation of a significantly lower price. Today's Internet-savvy consumer finds several dealerships online that have a car fitting their description/distance/price matrix. Many of these consumers choose to contact those dealerships by phone, usually hoping to negotiate an even lower price and to learn more about the car. This approach is designed to expose the hidden "tie-breakers" needed to draw buyers to your dealership and away from the competition.

Presented by:

Gil Weiss
National Automobile Dealers Association
McLean, VA

Schedule:

Friday, February 4	3:15 PM	Room 2003 West
Monday, February 7	8:30 AM	Room 2022 West
Monday, February 7	10:30 AM	Room 2003 West



Track 7-Sales/Leasing/Finance (continued)

Outperforming a Competitive Used-Vehicle Market

2011T7-28

Learn how to drive sustainable profits in used vehicles by combining easy-to-use technology and proven techniques to develop a winning inventory management strategy. Enable your organization to make smarter, faster, localized decisions by quickly accessing and understanding multiple data points. Increase turn-rates and improve gross profits with effective appraising, smarter stocking, efficient sourcing, optimized pricing, and superior merchandising. Apply specific strategies for single points or groups to take advantage precise local market transaction data. The key to driving profits and growth in used-cars will be in having your finger on the pulse of the market and implementing techniques to outperform the competition and exceed consumer expectations.

Presented by:

Doug Hadden
DealerTrak, Inc.
Dallas, TX

Schedule:

Friday, February 4	1:30 PM	Room 2005 West
Saturday, February 5	11:00 AM	Room 2005 West
Monday, February 7	10:30 AM	Room 2022 West

Proven Strategies to Turn Inventory Fast and Earn Strong Gross

2011T7-4

Don't let the Internet commoditize your cars! Learn the five innovative and cutting-edge strategies that the most successful retailers employ to drive more traffic and earn strong gross profits.

Presented by:

Patrick Ryan
INCISENT
Technologies/FirstLook
Chicago, IL

Schedule:

Friday, February 4	3:15 PM	Room 2009 West
Sunday, February 6	2:15 PM	Room 2009 West
Monday, February 7	8:30 AM	Room 2024 West



Track 7-Sales/Leasing/Finance (continued)

Strategies to Dominate the Competition

2011T7-106

In this workshop, the speaker will demonstrate exact strategies to quit competing and start dominating your competition by using simple practices that will give you a distinct advantage in your market and make the most of every opportunity. Major opportunities like incoming calls, internet opportunities, walk-ins, calling back showroom visitors, and social media will be targeted. Attendees will leave with practices giving the dealership a competitive advantage.

Presented by:

Grant Cardone
Cardone Training Technologies
Los Angeles, CA

Schedule:

Friday, February 4	1:30 PM	Room 2006—2008 West
Saturday, February 5	11:00 AM	Room 2009 West
Sunday, February 6	11:00 AM	Room 2009 West

Timeless or Obsolete: The Changing Face of Advertising

2011T7-17

With or without the economic and automotive events of the past three years, the way dealerships advertise to their customers was going to change. The advent of advancing technologies requires dealers to examine how their tried and true traditional approaches to marketing must now overlap with an expanding digital footprint to remain relevant and profitable for the future. The challenge dealers face is not only choosing the right blend, but deciding when to be first to try all of the available digital alternatives to traditional media.

Presented by:

Dorthy Miller Shore	Erik Radle
The Miller Agency	The Miller Agency
Dallas, TX	Dallas, TX

Schedule:

Friday, February 4	1:30 PM	Room 2022 West
Sunday, February 6	11:00 AM	Room 2005 West
Monday, February 7	8:30 AM	Room 2005 West



Track 8-Parts

Managing Parts Inventory—Daily To-Do's

2011T8-134

Most parts managers count their inventory once a year when they perform a physical inventory. In actuality, they need to manage the parts inventory daily to eliminate variance (when the amount of parts on the shelf does not match the computer record). The computer record is the basis for all parts inventory control and must be maintained daily. Random bin checks are not enough to accomplish this. This workshop will explain when the computer record can be checked against the physical inventory. If these opportunities are monitored daily, variance can be detected and problems eliminated.

Presented by:

Jim Phillips

National Automobile Dealers Association

McLean, VA

Schedule:

Friday, February 4

3:15 PM

Room 2018 West

Sunday, February 6

2:15 PM

Room 2014 West

Monday, February 7

8:30 AM

Room 2014 West

Track 9-Service

Driving Service Retention

2011T9-131

The declining retail new vehicle industry has created a drag on industry service units in operation. Accordingly, dealer and independent service facilities are competing for an increasingly small universe of service customers. The workshop will review what separates high performing service retention dealerships from those dealers who struggle to retain service customers.

Presented by:

Mike Battaglia

J.D. Power and Associates

Westlake Village, CA

Schedule:

Saturday, February 5

11:00 AM

Room 2002—2004 West

Sunday, February 6

11:00 AM

Room 2006—2008 West

Monday, February 7

10:30 AM

Room 2002—2004 West

Track 9-Service (continued)

Four Essentials to 100% Absorption

2011T9-108

This interactive workshop provides a step-by-step implementation template for structuring a service department to maximize retail service and parts sales and gross profits by implementing the four essentials to achieving 100% service absorption: 1) improve profit margins; 2) increase sales per RO ; 3) increase retail traffic, and 4) control expenses.

Presented by:

Don Reed
DealerPro Training Solutions
Gahanna, OH

Schedule:

Friday, February 4	1:30 PM	Room 2018 West
Sunday, February 6	11:00 AM	Room 2016 West
Monday, February 7	8:30 AM	Room 2016 West

How to Have Your Best Year in Service

2011T9-45

The top 10 percent of the dealerships in the nation are having their best service year ever. Neither recession nor natural disasters have kept them from delivering record-setting results. In this must-see workshop, the speaker will show you what these highly successful service departments are doing and how you can easily replicate this performance in your dealership as well. The proven techniques that you gain from this session will pay dividends for years to come.

Presented by:

Jeff Cowan
Jeff Cowan's Pro Talk, Inc.
Coto de Caza, CA

Schedule:

Friday, February 4	3:15 PM	Room 2007 West
Saturday, February 5	11:00 AM	Room 2007 West
Sunday, February 6	2:15 PM	Room 2024 West



Track 11-Accessories

Success Without Boundaries: Maximizing Aftermarket Sales

2011T11-130

A successful accessory program is the by-product of a successful dealership. Accessories are unique in that they have an impact across the board; from parts to service, new car to used car, to the body shop. Creating goal alignment amongst the various departments will lead to greater sales and profitability for everyone.

Presented by:

Zane Clark
Specialty Equipment Market Association (SEMA)
Diamond Bar, CA

Schedule:

Friday, February 4	3:15 PM	Room 2022 West
Sunday, February 6	11:00 AM	Room 2003 West
Monday, February 7	8:30 AM	Room 2003 West