

REGISTER NOW

Dealer DAY 2018

Tuesday, May 8

8:30am to 4:00pm DoubleTree by Hilton in Charlottesville



Check your email, Facebook and VIADA's website for more information and registration. If you are interested in exhibiting or being a sponsor, call Leigh Dicks at 800-394-1960 or Leigh@viada.org.

featuring

15 Table Tops & 12 Education Sessions

An entire day of education you don't want to miss!

Dealer Day includes 3 tracks with 3 concurrent sessions in each track for a total of 12 topics to choose from.

Learn from experts in the field about topics to insure you are compliant, attract customers, increase efficiency or help your bottom line.

Plus, there will be 15 exhibitors to share services or programs that will help you in your dealership.

MEMBER \$125 | NON-MEMBER \$150

Registration includes three breaks, lunch, and the opportunity to network with 15 exhibitors.

HOTEL ACCOMMODATIONS | Group Rate Extended to Friday, April 13, 2018.

DoubleTree by Hilton Hotel Charlottesville, 990 Hilton Heights Road, Charlottesville, VA 22901

For hotel reservations call (434) 973-2121 (Mention VIADA for \$129 per night, plus 5.3% tax & 5% occupancy tax; Includes free parking and WiFi; Check-in 3:00pm; check-out 12:00pm)

Certified Master Dealer (CMD) credits for all 12 sessions.

TIME	TRACK 1 FINANCIAL/PROFIT CENTERS	TRACK 2 OPERATIONS/ ADVERTISING	TRACK 3 HR/REGULATIONS/ LEGAL
8:30am to 9:00am Registration & Break			
9:00am to 10:30am	Inventory Procurement, Management & Floor Planning in Today's Environment Garrett Jorewicz, Regional Director, North Atlantic, NextGear Capital	10 Marketing Secrets Every Dealership Should Know Cody Healey, National Sales & Marketing Director, Diamond Warranty Corp.	How to Recruit, Hire & Train Your Team Effectively Without Breaking the Budget! Mike Free, Dealer Development Services
10:30 to 11:00am Break			
11:00am to Noon	Financing the Growth of Your BHPH Operation David Algood, Director of Sales & Marketing, AMAC	What To Do at An Auction: How It Works Jerry Daisey, Sales Mgr., America's Auto Auction-Virginia & Craig Amelung, General Mgr., Manheim Fredericksburg Auction	You've Been Sued, Now What? Justin Scott Feinman, Williams Mullen, PC
Noon to 1:30pm Lunch			
1:30pm to 2:30pm	A Profit Center Every Dealer Needs to Consider - Reinsurance Tim Byrd, Founder & President, DealerRE	Controlling Operating Expenses Don Boucher, CMD, Owner, Courtesy Auto Sales	Rules/Regulations/Laws William Childress, Executive Director, Virginia Motor Vehicle Dealer Board
2:30 to 3:00pm Break			
3:00pm to 4:00pm	Strategies Under the Tax Cuts & Jobs Act of 2017 Donald Hannahs, CFP, Planning Solutions Group	6 Essential Elements of Any Successful Dealership, Michael Free, Dealer Development Services	Documents That Dealers & Customers MUST HAVE for Sales Transactions Pete Iaricci, Director of Education, VIADA

SESSION OUTCOMES

TRACK 1

9:00am to 10:30am

Inventory Procurement, Management & Floor Planning in Today's Environment (Jorewicz)

We'll discuss:

- Changes in inventory procurement methodology
- Growing your dealership the "right" way
 - Modern day KPI's
 - Sustainable business practices
 - Remaining relevant & competitive
- Acquiring inventory financing
 - What lenders look for and why
 - Why even a cash or bank line dealer should have a floor plan

11:00am to Noon

Financing the Growth of Your BHPH Operation (Algood)

I will walk through several different ways dealers can capitalize their BHPH operation. There are many ways to fund BHPH operations and hopefully this answers the questions or ambiguity they may have with the different sources of capital in the marketplace.

1:30pm to 2:30pm

A Profit Center Every Dealer Needs to Consider – Reinsurance (Byrd)

The session will show how reinsurance can increase your profitability with a return on investment better than any other single endeavor available to you in the car business. Benefits of the VIADA Dealer Renew Certified Program will also be explained.

3:00pm to 4:00pm

Strategies Under the Tax Cuts & Jobs Act of 2017 (Hannahs)

The Tax Cuts and Jobs Act, signed by President Trump on December 22, 2017 presents business owners, corporations, and individuals with new lower tax rates, less deductions, and purportedly less complicated tax planning. Lost deductions for state and local taxes, mortgage deductions, future alimony payments, estate tax improvements, and the temporary nature of these changes requires new planning. A entirely new provision for small businesses, pass through entities, and real estate owners involving a 20% tax deduc-

tion from gross income provide an excellent tax planning opportunity. This seminar will not only provide a summary of all relevant provisions for Dealers, but also useful strategies that you can implement in early 2018 to improve your financial situation. Attendees will learn strategies to lower their personal and business tax liability and subsequently increase their net worth and profits.

TRACK 2

9:00am to 10:30am

10 Marketing Secrets Every Dealership Should Know (Healey)

A dealer's guide to marketing – work smarter, sell faster. You will learn (1) How to get the attention of your target audience; (2) How to tell your dealership's story/build brand; (3) How to create viral social posts/word-of-mouth; (4) Social media platforms & what matters; (5) Reviews & reputation management; (6) Best marketing buys; (7) Virtual dealership; (8) Influencer marketing; (9) The future of voice; (10) Sales stuck – apps, software, etc.

11:00am to Noon

What To Do at An Auction: How It Works (Daisey & Amelung)

Two different auction systems will be reviewed followed by an opportunity to have all questions answered on both of the systems.

1:30pm to 2:30pm

Controlling Operating Expenses (Boucher)

Many dealers never learn to control their expenses and that's why many are not here today. Attendees will learn how to make better decisions and improve their bottom line.

3:00pm to 4:00pm

6 Essential Elements of Any Successful Dealership (Free)

During this session, dealers will learn the 6 essential elements of any successful dealership. Each area will be defined and demonstrated for application by the dealer to their own businesses. Dealership needs awareness and needs solutions will be provided for dealers in a group setting. Dealers should leave the session with a set

of best practices for proper identification of strengths and weaknesses within their stores and the framework to improve overall operations, areas to seek additional support, and opportunities for greater profitability.

TRACK 3

9:00am to 10:30am

How to Recruit, Hire & Train Your Team Effectively Without Breaking the Budget! (Free)

During this session, Dealer will learn effective means of recruiting personnel for each department, how to ask relevant interview questions, and methods to assimilate new employees for long term success. Emphasis will be placed upon no or low-cost solutions for recruitment and advertising of positions available. A set of interview questions will be provided to each participant for their use in the future. A sample training regimen will be provided for sales people, sales managers, and F&I managers. Sample job descriptions and compensation models will be made available for their use. Dealers should leave the session with a set of best practices for proper staffing and development of their employees. Dealers will have the tools available to successfully compete for outstanding candidates within their market to fill open positions in their dealership.

11:00am to Noon

You've Been Sued, Now What? (Feinman)

Audience should leave with a basic understanding of how the litigation process works, how to differentiate between the different court systems, and the types of claims that independent dealers should be aware of.

1:30pm to 2:30pm

Rules/Regulations/Laws (Childress)

Overview of current rules, regulations and laws affecting the independent automobile dealer.

3:00pm to 4:00pm

Documents That Dealers & Customers MUST HAVE for Sales Transactions (Iaricci)

Documents required to complete a sales transaction correctly will be reviewed.

Dealer DAY 2018

REGISTRATION FORM

ATTENDEE

Company _____

Name _____ Email _____

Address _____

City _____ State _____ Zip _____

Primary Phone _____ Cell _____

To ensure adequate seating is arranged, please circle the sessions you plan to attend.
YOU MAY CHOOSE ONLY ONE SESSION IN EACH TIME SLOT.

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3:00pm to 4:00pm	Strategies Under the Tax Cuts & Jobs Act of 2017	6 Essential Elements of Any Successful Dealership	Documents That Dealers & Customers MUST have for Sales Transactions

PAYMENT INFORMATION [MEMBERS: \$125 PER PERSON; NON-MEMBERS: \$150 PER PERSON]

Registration includes three breaks, lunch, and the opportunity to network with 15 exhibitors.

TOTAL AMOUNT \$ _____

Check Enclosed (Payable to VIADA) Mail to: VIADA, 4700 Thoroughgood Square, Virginia Beach, VA 23455-4043

Credit Card VISA MasterCard Discover American Express

If paying by credit card, call VIADA at (800) 394-1960 or fax this form to (757) 299-6331.

Card No. _____ Expiration _____

V-Code _____ CC Billing Zip Code _____

Signature _____

REFUND/CANCELLATION POLICY

A \$50 cancellation fee will be applied to cancellations made BEFORE Friday, April 27, 2018.

Attendee substitutions may be made with no charge through Tuesday, May 1, 2018.

No refunds for no-shows or cancellations AFTER Thursday, May 3, 2018.

All refunds will be sent via check after Dealer Day.

PHOTO/VIDEO RELEASE: By registering for Dealer Day, I hereby grant permission for the VIADA to use any and all photographic imagery and video footage taken of me at this event without payment of any royalties or any other consideration. I understand that the VIADA retains all ownership interest in such materials, which may be published electronically or in print, or used in presentations or exhibitions. I consent to publication and use of such materials and release the VIADA, its employees, agents and representatives from all liability related to their use.



VIRGINIA AUTOMOBILE INDEPENDENT DEALERS ASSOCIATION

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