

2019

DEALER DAY

Tuesday, May 14

DoubleTree by Hilton in Charlottesville

DRIVEN TO LEARN



Symbol of Quality

SPONSORED BY

ACV Auctions

America's Auto Auction

Comsoft

Dealertrack

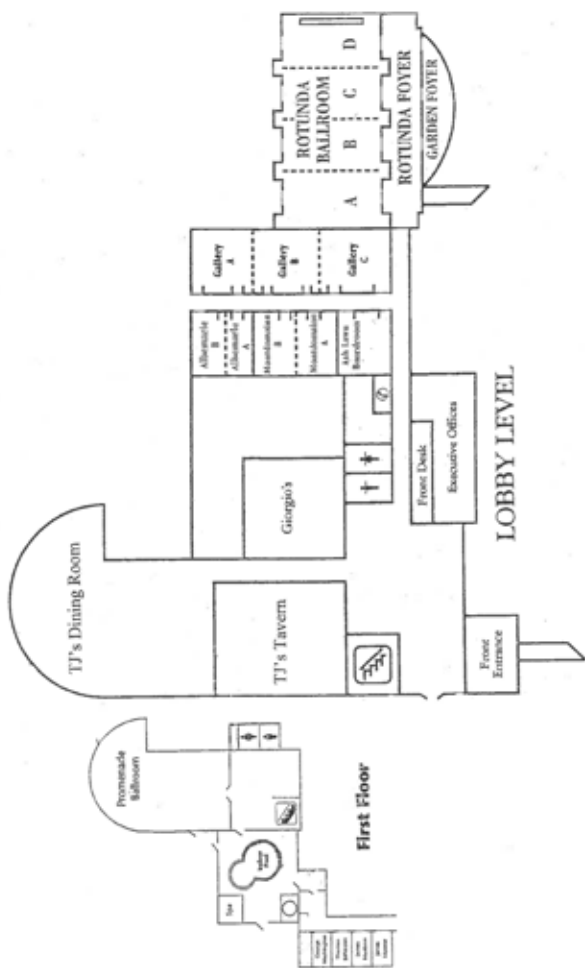
Jilcat Proline

Manheim Fredericksburg

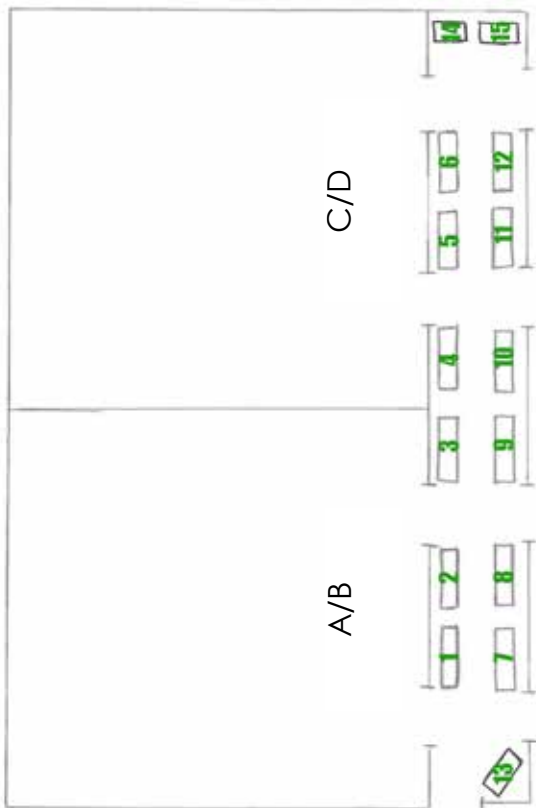
Manheim Harrisonburg

Preferred Warranties, Inc.

HOTEL LAYOUT



EXHIBITOR LAYOUT



- 1 America's Auto Auction - Virginia
- 2 AT&T's Fleet Complete
- 3 Auto Trakk LLC
- 4 ACV Auctions
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EVENT SPEAKER



CHRIS CAPURSO
HUDSON COOK, LLP

Chris Capurso is an associate with Hudson Cook, LLP in the firm's Richmond, Virginia office. His practice focuses primarily on automobile finance, installment lending, and compliance with federal and Virginia consumer financial services regulation. He advises motor vehicle dealers, finance companies, and licensed lenders, as well as federal and state chartered depository institutions.

Chris received his J.D. at the Marshall-Wythe School of Law, College of William & Mary where he was Senior Articles Editor of the William & Mary Business Law Review. He also earned an M.B.A. at the Raymond A. Mason School of Business, College of William & Mary. He is a member of the American Bar Association, Business Law Section, the Virginia State Bar, the Richmond Bar Association and the National Association of Dealer Counsel. He is admitted to practice in Virginia.

EVENT SPEAKER



TIM HAYZLIP
BB&T

Tim Hayzlip recently celebrated his 20th year at BB&T. He recently joined BB&T Merchant Services in a newly created role of Merchant Services Dealer Segment Sales Manager. Tim is responsible for the P&L associated with all Dealer Segment distribution channels, including leading direct sales efforts into the dealer segment as well as through the development of Independent Software Vendor (ISV) channels. The role includes identifying industry specific product and service solutions, and then building out the sales distribution structures required. He's worked for various lines of business including Direct Retail Lending, Loan Services Special Projects, and Community Banking Administration. For the last 6 years, he has been the Dealer Retail Services Sales Strategy Manager guiding the development and oversight of the marketing, CRM, and sales initiatives for Dealer Finance and Regional Acceptance.

EVENT SPEAKER



RON HEIDER
HEIDER MARKETING
& ADVERTISING

Ronald Heider is the President of HMA – an automotive ad agency with a simple mission... help clients sell more while spending less on their advertising. Heider has worked with new, used and BHPH automotive dealerships as well as retail tire dealers, auto parts stores & collision shops. Heider and his team are experienced in all facets of automotive advertising including concept development, copy writing, positioning, traditional, digital and social media management as well as production.

HMA clients benefits from a comprehensive and integrated campaign that utilizes traditional, digital and social marketing mediums allowing them to reach potential customers where they're at and when they're ready to buy.

The turn-key marketing system from HMA is effective, cost-efficient and affordable.

With 25+ years in the ad and media industry, I'm confident you'll be thrilled with your campaign as I deliver both experience as well as expertise.

Let's have a conversation and discuss what you expect from your campaign.

EVENT SPEAKER



JOE KEADLE
AUTOMOTIVE FINANCE
CORPORATION

As COO for Automotive Finance Corporation (AFC), Joe Keadle oversees the day to day field operations while assuring the standardization of AFC's operating practices and procedures. Keadle plays a key role in the application of AFC training programs to enhance the skill set and performance of employees and sales programs where employees serve as trusted advisors to dealers. Keadle joined AFC in January 2010 as regional manager. He has more than 20 years of experience in the automotive industry. His background ranges from managing new and used car departments to finance related executive management positions at Wachovia, New South Federal Savings Bank, and AFC. Keadle served on the Automotive Resource Network Board of Directors for two years and has been a loyal supporter and active with NIADA for many years. Keadle in partnership with NIADA was the host of "2 Minute Tips" and "Fast Five" for the past four years designed to help serve the independent automotive dealer in growing their business.

EVENT SPEAKER



JENNIFER LIBIN **AUTOMOTIVE PROFIT** **BUILDERS**

As a woman and professional who grew up in the automotive industry, Jennifer Libin, sales director and entrepreneur at APB, understands the buying habits of women. She has written extensively for automotive and sales publications, and has received a tremendous response.

She writes regularly for WardsAuto IdeaXchange, SalesGravy, and Eyes On Sales, among others. She was invited to be a regular contributor to Digital Dealer, and guest author for the Automotive Women's Alliance Foundation and Women In Automotive professional association.

Jennifer is a Sales Director at APB. She has a keen understanding of the automotive industry and excels as a leader who builds teamwork and cultivates relationships. She has a bachelor of science degree in political science and government from Assumption College in Worcester, Mass. Jennifer is currently the head varsity gymnastics coach at Medfield High School in and the team coach at Gymnastics Express both in Massachusetts.

EVENT SPEAKER



JUSTIN OSBURN
NIADA

Justin is the NIADA Retail 20 Group Moderator as well as dealer consultant and trainer. He offers over a decade of experience in BHPH and Retail executive management. Over his career Justin has served as a sales professional, finance director, sales manager, general manager, Chief Operations Officer and owner. Justin's formal education in Organizational Development and Adult Learning catalyzes dynamic retail 20 groups and on-site consulting. Justin has also served in the United States Army, has been elected for public offices, holds an international patent and served on numerous business board of directors. He is a public speaker, published author and current instructor of the NIADA Certified Master Dealer's Program.

8:00 AM TO 9:30 AM

SALES TRACK

Sponsored by:
Preferred Warranties, Inc.

**JUSTIN OSBURN, NIADA RETAIL
20 GROUP MODERATOR & CMD
INSTRUCTOR, NATIONAL INDEPENDENT
AUTOMOBILE DEALERS ASSOCIATION**

niadaeducation.com

Sales Essentials

CMD: 1.5 Hours

The essential blocking and tackling of the sales process for 2019. Sell more cars and earn more money through these foundational selling steps.

Expected Learning Outcome of your Session:

1. A sales process that promotes team.
2. A sales process that provides a “WOW” customer experience.
3. Sales tactics that deliver results in both volume and gross profit.

8:00 AM TO 9:30 AM

OPERATIONS TRACK

Sponsored by:
Jilcat Proline

**RON HEIDER, PRESIDENT,
HMA – HEIDER MARKETING
& ADVERTISING**

hmaads.com

Mastering the Game of Google

CMD: 1.5 Hours

To provide dealers with ready-to-implement tools & tactics for selling cars on Google including PPC, targeted display & re-targeted ads. Winning at the Game of Google will be a hands-on session providing independent dealers with the same tools and tactics used by their franchised counterparts.

Expected Learning Outcome of your Session:

1. Dealers will walk away with a step-by-step playbook for creating, launching & tracking ads on Google's most popular marketing platforms including:
2. Google Ads (includes PPC, display & retargeting)
3. Google My Business
4. Google Reviews

10:00 AM TO 11:00 AM

SALES TRACK

Sponsored by:

Preferred Warranties, Inc.

**JENNIFER LIBIN, SALES DIRECTOR,
AUTOMOTIVE PROFIT BUILDERS (APB)**

apb.cc

A Woman In Yoga Pants Walks Into A Car Dealership

CMD: 1 Hour

Why is it that automotive salespeople don't provide the same caliber of service to every client? That seems to be an age-old question, yet year after year nothing changes. If three different customers walked into a dealership on the same day, how would each be treated? This presentation will use real-life examples of the different quality of service received by an elderly gentleman, a young woman in yoga pants, and a casually dressed, middle-aged woman. It will provide guidance and tools for dealerships that will help every customer receive the same caliber of service, regardless of first impressions or salespeople's attitudes.

Expected Learning Outcome of your Session:

1. Knowledge about how to develop a well-structured and clearly defined sales process.
2. A greater understanding of the importance of training and education for every employee.
3. How to structure effective training and education programs.
4. A daily "to do" list that will change attitudes, enhance service, and increase profits.

10:00 AM TO 11:00 AM

OPERATIONS TRACK

Sponsored by:

Jilcat Proline

**TIM HAYZLIP, MERCHANT
SERVICES DEALER SEGMENT SALES
MANAGER, BB&T CORPORATION**

bbandt.com

Understanding Merchant Services (Point of Sale) Pricing

CMD: 1 Hour

Expected Learning Outcome of your Session:

Educate dealers on the different ways a bank prices merchant services and key items to watch so they can manage this expense and improve their expense structure. As a society, it seems we have become a cash-less society and of course you have no guarantees when a customer writes you a check (which will soon be extinct!), so as a dealer you have to take credit & debit cards. Just like your bank statement, you will receive a monthly statement from your merchant provider, but it is totally different from your bank statement. Tim will help you understand the transaction fees and how it effects your bottom line.

1:00 PM TO 2:30 PM

SALES TRACK

Sponsored by:

Preferred Warranties, Inc.

**RON HEIDER, PRESIDENT,
HMA – HEIDER
MARKETING & ADVERTISING**

hmaads.com

YouTube – An Untapped Frontier for Selling Cars

CMD: 1.5 Hours

Competition is fierce, margins are slim and dealers are looking for new ways to reach car buyers and get on their shopping list. As the #2 search engine on the planet, YouTube remains un-charted territory for car dealers but can provide a new and low-cost platform for reaching car buyers and driving them to your lot.

Expected Learning Outcome of your Session:

Dealers will walk away with a greater understanding of YouTube, how its search results work and how to get found by car buyers who are using YouTube as a search tool. Dealers will learn how to create & optimize their channel; create, title & tag their videos; add in CTA's to the videos and drive traffic to their web site.

1:00 PM TO 2:30 PM

OPERATIONS TRACK

Sponsored by
Jilcat Proline

**JUSTIN OSBURN, NIADA RETAIL
20 GROUP MODERATOR & CMD
INSTRUCTOR, NATIONAL INDEPENDENT
AUTOMOBILE DEALERS ASSOCIATION**

niadaeducation.com

Dealer Profitability

CMD: 1.5 Hours

The dealer profitability chain is a proven system for operations to design, deploy and assert to maximize profitability in an ever-competitive industry.

Expected Learning Outcome of your Session:

1. Understanding the profitability chain.
2. How to build a culture that promotes long term, happy team members.
3. Designing processes that promotes loyal and high value buyers.

3:00 PM TO 4:00 PM

SALES TRACK

Sponsored by

Preferred Warranties, Inc.

**JOE KEADLE, CHIEF OPERATING OFFICER,
AUTOMOTIVE FINANCE CORPORATION**

autofinance.com

Maximizing Value on Your Feet

CMD: 1 Hour

The customer walk-around once was a key staple in the car sales process. With the role of online research and the more informed customer, the walk-around experience has become a skimmed down version of its once robust self. The walk-around car presentation creates greater customer engagement, a smoother sales process, and increases the value proposition for the buyer. In this session, participants will learn how to conduct a walk-around that reflects the new car buying process and increases gross profit for the dealership.

Expected Learning Outcome of your Session:

1. Benefits of a vehicle walk-around
2. Step-by-step guide to completing the walk-around

3:00 PM TO 4:00 PM

OPERATIONS TRACK

Sponsored by
Jilcat Proline

**CHRIS CAPURSO, ASSOCIATE ATTORNEY,
HUDSON COOK, LLP**
hudsoncook.com

Legal Compliance & You: An Overview of Everyone's Favorite Topic

CMD: 1 Hour

Who out there loves to talk legal and regulatory compliance? Chances are pretty good you didn't yell out an enthusiastic "Yes!" to that question. The legal and regulatory issues facing independent dealers can seem daunting and perhaps even unpredictable. Compliance concerns can cause all sorts of questions to swirl around in your head.

- "Am I concentrating on the right issues?"
- "Is there something I'm missing?"

This session will help to shed some light on legal and regulatory compliance by exploring the issues currently facing independent dealers, as well as potential issues on the horizon in 2019 and beyond.

Expected Learning Outcome of your Session:

Independent dealers will have a better understanding of the broad legal and regulatory issues facing them in their day-to-day business.



JUSTIN OSBURN
NIADA



RON HEIDER
HEIDER MARKETING
& ADVERTISING



JENNIFER LIBIN
AUTOMOTIVE
PROFIT BUILDERS

TIME

TRACK 1: SALES

8:00AM To 9:30AM

Justin Osburn, NIADA
SALES ESSENTIALS

9:30AM To 10:00AM

VENDOR TIME

10:00AM To 11:00AM

Jennifer Libin, Automotive Profit Builders
**A WOMAN IN YOGA PANTS
WALKS INTO A CAR DEALERSHIP**

11:00AM To 12:00PM

LENDER ROUND

12:00PM To 1:00PM

LUNCH SPONSORED BY MANHEIM

1:00PM To 2:30PM

Ron Heider, Heider Marketing & Advertising
USING THE UNTAPPED YOUTUBE MARKET

2:30PM To 3:00PM

VENDOR TIME

3:00PM To 4:00PM

Joe Keadle, Automotive Finance
MAXIMIZING VALUE ON YOUR FEET



REGISTRATION SPONSOR: A

LUNCH SPONSOR: **MANHEIM FREDERICK**

BREAK SPONSOR



TIM HAYZLIP
BB&T



JOE KEADLE
AUTOMOTIVE
FINANCE CORP.



CHRIS CAPURSO
HUDSON COOK,
LLP

TRACK 2: OPERATIONS

Ron Heider, Heider Marketing & Advertising
MASTERING THE GAME OF GOOGLE

SPONSORED BY ACV AUCTIONS

Builders Tim Hayzlip, BB&T
**UNDERSTANDING MERCHANT
SERVICES STATEMENTS**

ROUNDTABLES / VENDOR TIME

MANHEIM FREDERICKSBURG & MANHEIM HARRISONBURG

Advertising JUSTIN OSBURN, NIADA
MARKET DEALER PROFITABILITY

SPONSORED BY ACV AUCTIONS

Corporation CHRIS CAPURSO, HUDSON COOK, LLP
**LEGAL COMPLIANCE & YOU:
AN OVERVIEW OF EVERYONE'S FAVORITE TOPIC**



AMERICA'S AUTO AUCTION
FREDERICKSBURG & MANHEIM HARRISONBURG
SPONSORED BY ACV AUCTIONS

EXHIBITOR



TABLE #1

America's Auto Auction - Virginia

America's Auto Auction - Virginia is your inventory source! Every Wednesday morning at 8:30am. #itsbetteratthebeach

Table Reps:

Jerry Daisey & Cheryl Irwin

CONTACT INFORMATION

Jerry Daisey

656 S. Military Hwy.

Virginia Beach, VA 23464

(804) 691-6246

jerry.daisey@americasautoauction.com

americasautoauction.com

EXHIBITOR

AT&T Fleet Complete

TABLE #2

AT&T's Fleet Complete

Battery powered, self-contained GPS location units for in-house financing

Table Reps:

James Early & Daniel Dewhurst

CONTACT INFORMATION

James Early
629 Hemlock Road
Salem, VA 24154
(540) 556-8286
je160n@att.com
att.com

EXHIBITOR



TABLE #3 **Auto Trakk LLC**

Auto Trakk specializes in financing customers with moderate to severe credit issues. The Auto Trakk program allows those customers to drive a late model, low mileage vehicle, with a shorter lease term.

Table Reps:
Stanley Lambert & Cliff Bickford

CONTACT INFORMATION

Jennifer Winters
1500 Sycamore Rd., Suite 200
Montoursville, PA 17754
(570) 651-1141
jwinters@autotrakk.com
autotrakk.com

EXHIBITOR



TABLE #4 **ACV Auctions**

ACV Auctions is the fastest growing independent auction in the nation. We equip dealers coast-to-coast with an always accessible, full-service, online wholesale marketplace that expands their reach. Our full-service platform includes payments, titles, transportation, and arbitration. Sign up now at ACVAuctions.com.

Table Reps:

Bryan Dougherty, Robin Long, & Bryan Kim

CONTACT INFORMATION

Bryan Dougherty
Regional Director of Sales
(304) 995-2742
bdougherty@acvauctions.com
acvauctions.com

EXHIBITOR



TABLE #5 **Fisher Auto Parts**

Aftermarket auto parts, accessories, chemicals, tools and equipment for cars, trucks, light, medium and heavy duty.

Table Reps:

Craig Laferty & David Edwards

CONTACT INFORMATION

Craig Laferty
512 Greenville Ave.
Staunton, VA 24401
(540) 885-8901 ext 1232
craig.laferty@fisherautoparts.com
fisherautoparts.com

EXHIBITOR



TABLE #6

Sullivan Auto Trading

Used Car Dealer, Service Department,
Transportation Services. The best cars
at the best prices. It's that simple.

Table Reps:

Donald Sullivan & Jason Foster

CONTACT INFORMATION

Donald Sullivan, Sr.
95 S Gateway Dr.
Fredericksburg, VA 22406
(540) 371-9877
don5804@gmail.com
sullivanautotrading.com

EXHIBITOR



ProGuardSM WARRANTY

TABLE #7

ProGuard Warranty

ProGuard warranty is a leading provider of new and pre-owned vehicle service contracts sold exclusively through dealer partners.

Standard, commercial, CPO and GAP protection plans are backed by the best service in the industry. Dividends, commissions, bonuses and reward programs improve your bottom line while user-friendly marketing material simplify your sales process.

Table Reps:

Joe Beasley & Chuck Thomas

CONTACT INFORMATION

Gus Baloga

407 McAlpine St.

Avoca, PA 18641

(570) 414-0431

gbaloga@proguardwarranty.com

proguardwarranty.com

EXHIBITOR



BIRDEYE

TABLE #8

BirdEye

BirdEye is the all-in-one customer experience platform that reimagines the way customer feedback is used. Serving over 40,000+ businesses, BirdEye makes it easy to get more feedback, drive business, and return loyal customers.

Table Reps:

Palo Alto & Kyle Weaver

CONTACT INFORMATION

Danielle Palamara
250 Cambridge Rd., Suite 103
Palo Alto, CA 94306
(972) 391-7371
danielle.palamara@birdeye.com
birdeye.com

EXHIBITOR

ComSoft

Dealership Management & Marketing Software Solutions

TABLE #9 **Comsoft**

Comsoft specializes in Dealership Management & Marketing Software. Our flagship product, MonyMaker[®], includes: Deal paperwork processing, Inventory Control, Buy-Here Pay-Here Tracking, Lease-Here Pay-Here Tracking, Management Reporting, and Compliance tools. We offer integrated dealership websites as well as third party marketing feeds. Visit www.comsoft.com or call 1-800-849-3838 for more information

Table Reps:

Chip Cooper & Rebecca Driver

CONTACT INFORMATION

Chip Cooper
5214 Western Blvd.
Raleigh, NC 27606
(919) 851-2010
chip.cooper@comsoft.com
comsoft.com

EXHIBITOR



TABLE #10

Diamond Warranty Corporation

Great products and service start with great people. With over a century of combined experience in the automotive space, Diamond Warranty is an industry-leading warranty protection plan provider to new and independent dealerships since 2006. Our portfolio contains world-class Vehicle Service Contracts, GAP insurance, and ancillary products backed by AmTrust Financial.

Table Reps:

Jim Limongelli, Sam McArthur, & Cody Healey

CONTACT INFORMATION

Jim Limongelli

1492 Highway 315

Wilkes Barre, PA 18702

(800) 384-5023

jlimongelli@diamondwarrantycorp.com

diamondwarrantycorp.com

EXHIBITOR



Bel Air AUTO AUCTION

TABLE #11

Bel Air Auto Auction

At BSCAmerica, auctions are the core focus. Each of our auctions specializes in its own market segment to create a vibrant trading market for buyers and sellers with any kind of asset. At BSC you will find an auction solution for every asset. Whether it is a car, truck, boat, recreational vehicle, motorcycle, bus, construction equipment, collision damaged vehicle, aircraft, real estate, factory machine, or any other asset, BSCAmerica has the proven auction expertise that brings buyers and sellers together to produce successful market results.

Table Rep:

Craig Rice

CONTACT INFORMATION

Craig Rice

4805 Philadelphia Rd.

Belcamp, MD 21017

(410) 652-6908

crice@bscamerica.com

bscamerica.com

EXHIBITOR



Industrial Acceptance Corporation
AUTO FINANCE SPECIALISTS

TABLE #12 **Industrial Acceptance** **Corporation, Inc.**

Welcome to IAC - the #1 lender within the near-prime credit pool of consumers in the Eastern US for over 50 years. We consider it a privilege to serve your financial needs. IAC offers prompt, friendly service, low fees and a professional staff catering to both our dealers and customers - not to mention affordable and convenient monthly payments.

Table Rep:
Dave Fischer

CONTACT INFORMATION

Richard LaGreca
139 Orange St.
New Haven, CT 06513
(203) 654-2734
rlagreca@iaccredit.com
iaccredit.com

EXHIBITOR



TABLE #13 **DealerRE**

DealerRE specializes in formation and managing reinsurance companies for franchise, independent, and BHPH dealerships. Your reinsurance company, a separate entity from your dealership, can write contracts and policies like warranties, vehicle service contracts, debt cancellation coverage, etc. and keep the profit in house, cutting out the third party.

Table Reps:

Heather Rains, Parker Byrd, & Aly Loudermilk

CONTACT INFORMATION

Heather Rains
7319 Martin St, Suite 4
Gloucester, VA 23061
(804) 824-9533
heather@dealerre.com
dealerre.com

EXHIBITOR



TABLE #14

Automotive Finance Corporation

For more than 30 years, AFC has helped independent dealers grow their business faster by providing financing for used vehicle inventory. With 120+ branch locations throughout the U.S. and Canada, AFC works with more than 15,000 dealers and is accepted as a form of dealer payment at more than 1,100 auction sources in the same footprint. To see how AFC can increase your purchasing power, visit www.autofinance.com.

Table Reps:

Tommie Melendez & Cameron Southworth

CONTACT INFORMATION

Stephanie Freeman
13085 Hamilton Crossing Blvd., Suite 300
Carmel, IN 46032
(317) 343-5020
stephanie.freeman@autofinance.com
afcdealer.com

EXHIBITOR



TABLE #15 **Preferred Warranties**

PWI serves independent used vehicle dealers throughout the U.S. — offering extended service contract protection plans for pre-owned vehicles through licensed vehicle dealers. In short, we help dealers give their customers peace of mind and drive with confidence with a PWI service contract. Learn about our protection plans and coast-to-coast coverage at www.warrantys.com.

Table Reps:

Steve Blanchard & Leigh Doyle

CONTACT INFORMATION

Steve Blanchard
200 Pine Brook Place
Orwigsburg, PA 17961
(518) 332-9283
sblanchard@warrantys.com
warrantys.com



Join us!

2019
CONVENTION & EXPO

October 4 - 5

Virginia Beach, Virginia

Hilton Virginia Beach

Oceanfront Hotel

Regardless of which coverage you sell, your customers will **drive away with confidence.**

Speak to a local representative today about adding PWI service contracts to your business.

Swing by table #15 to learn more!



800.548.1121
warrantys.com

EVENT PROGRAM SPONSOR



**2019 VIADA
DEALER DAY
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TO LEARN**

Virginia Independent Automobile Dealers Assn.
4700 Thoroughgood Square
Virginia Beach, VA 23455
(800) 394-1960