

CONVENTION AND TRADE EXPO

October 8-10 • LANSDOWNE RESORT & SPA, LEESBURG, VA

WE ARE EXCITED TO WELCOME THE FOLLOWING SPEAKERS!



JOE LESCOTA
President /CEO
of Joe Lescota
Management
Education &
Training
*“Preparing For
The Used Car
Rollercoaster Ride
in 2022”*

During this one-hour session Joe will provide key sustainable and effective financial tools to aid dealers in maintaining and increasing dealership net profitability in an anticipated challenging used vehicle market in 2022.

Joe Lescota is an internationally known expert in the field of used vehicle operations with over 40 years of real world, retail experience. His company, Joe Lescota Management Education & Training specializes in financial statement analysis with emphasis on used vehicle operations, seeking to improve used vehicle dealer operations net profitability, efficiency, sales volume and expense controls. Joe is intimately familiar with the U.S. independent dealer as he has served as; one of the initial designers and exclusive instructors for the NIADA Certified Dealer Program as well as serving four years as the NIADA Director of Dealer Development and as an NIADA Dealer 20 Group facilitator. Joe's work as an effective used vehicle consultant and problem solver has been evaluated and measured for effectiveness by Honda and Acura used vehicle division in Canada for no less than 12 years.



**ROBERT
VOLTSMANN**
CEO, NIADA
*“NIADA Update
& National
Convention
Preview”*

Robert Voltmann became CEO of the NIADA in Late

2020 prior to joining the NIADA, Voltmann served for 23 years as president and CEO of the Transportation Intermediaries Association, which represents the third-party logistics industry. Under his leadership, TIA more than tripled its membership – it now represents nearly 80 percent of the market by value. Financially, it grew from an association struggling with debt and a \$721,000 annual budget to a thriving operation with a \$7.3 million budget and substantial reserves. Voltmann strengthened TIA's presence in government affairs, helping establish the TIA Political Action Committee to improve its advocacy and lobbying efforts. He was also involved in creating the TIA Foundation, which provides association members with educational resources, and TIA Services, which provides insurance-like products for members. Before his tenure with TIA, Voltmann was director of policy for the National Industrial Transportation League. He also served in President George H. W. Bush's administration at the Interstate Commerce Commission. In all, Voltmann comes to NIADA with 30 years of Washington experience.



**CASSIE
CRAMPTON**
National Sales
Director,
FRIKINtech
*“3 Ways to
Compete & Beat
Corporate Used
Car Retailers”*

In this session, you will learn the key CRM, Marketing and Website techniques required to compete and attract car shoppers. Learn how the latest techniques and technology help build trust with shoppers, convert more appointments, and maintain gross.

Cassie Crampton, National Sales Director at FRIKINtech, has been in the automotive industry for over 15 years. Prior to FRIKINtech, Cassie was the director of sales training for Automotive Finance Corporation (AFC). She started her career as an internet director for a franchise group in Ohio and then worked at Dealix and Autobytel, where her responsibilities included training and consulting dealer groups on ways to improve lead response and close rates.



The Lansdowne Resort will obtain an authorization on your credit card at the time of check-in equal to your total nights' stay plus \$50.00 per night for incidental charges.

HOTEL RESERVATIONS:

The VIADA 2021 Annual Convention Room Block has secured a special rate of \$249/night from 10/8/21 - 10/10/21. This rate is inclusive of the resort fee. All rooms will be subject to an 8% occupancy tax and 6% sales tax.

Any reserved room cancelled less than 72 hours prior to arrival will be charged one night's room and tax. These rates are for single/double occupancy. Each additional adult will be \$25 per person per night.

TO BOOK YOUR ROOM:

viada.org/convention-and-expo



SHAUN PETERSEN
Executive Vice President and Chief Legal Officer, Buckeye Dealership Consulting
"Compliance Considerations with Your

Voluntary Protection Products"

With higher inventory costs and compressed margins on vehicles themselves, dealers are looking to make the F&I office a larger profit center. Whether you're a retail dealer selling service contracts and GAP, or a BHPH dealer offering a warranty and collateral protection insurance, compliance must be top of mind. This session will give you tips to avoid the mistakes that will give those hard earned F&I profits to someone else.

Shaun Petersen is the Executive Vice President and Chief Legal Officer for Buckeye Dealership Consulting, a leading provider of re-insurable products for automobile dealers. Prior to this appointment, Shaun served as the Senior Vice President of Legal & Government Affairs for the National Independent Automobile Dealers Association.

Prior to his position with NIADA, Mr. Petersen was a founding partner in a boutique law firm in Columbus, Ohio representing businesses primarily in the automotive industry in matters related to state and federal consumer financial protection laws. He was a Senior Deputy Attorney General and Chief of the Consumer Protection Section in the Ohio Attorney General's Office. Petersen attended Brigham Young University in Provo, Utah graduating with a B.A. in History. He received his J.D. from Capital University Law School in Columbus, Ohio.



DONALD SULLIVAN, JR.
Sullivan Auto Trading
"Talking Time, Money, & Numbers"

Donald Sullivan Jr, a Virginia native, is a second-generation car

dealer. Always intrigued with his father's work ethic and dedication to his family, Donald decided to follow him into the automotive industry. From an early age he was saturated with the car business and surrounded by some of the best talent in it. He has a passion for the auto industry, his family, and his love for Jesus Christ. Before he started his professional career, he received his Bachelor of Business Administration from James Madison University in Harrisonburg, Virginia.

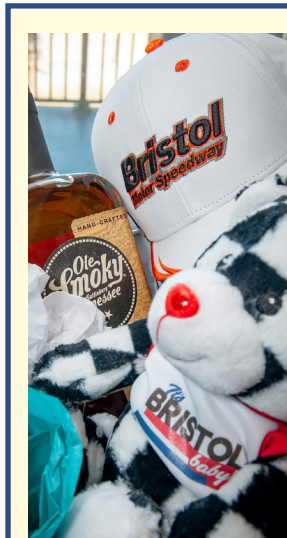
Later in his career he completed his Master of Business Administration from Mary Washington University in Fredericksburg, Virginia. Donald is also NIADA certified Master Dealer. He has served his local VIADA district in the capacity of Vice President, President, and Chairman of the board. He currently serves the VIADA state board as the active treasurer. He is currently a Council member of the board and trustee of his local church. Donald married his high school sweetheart Kaitlin Sullivan, and they live in Fredericksburg, VA where they raise their four Children. Donald is the President, General Manager, and Dealer Operator of Sullivan Auto Trading, a pre-owned car dealership in Fredericksburg, VA.



JENNIFER SUZUKI
Founder and President of eDealer Solutions
"Destroy your competition by leveling up your phone game!"

Jennifer Suzuki

is the Founder and President of eDealer Solutions, the first automotive digital sales education company of 19 years. Over 1000 dealerships have used eDS's customer experience sales approaches to improve showed appointments, sales and management processes. Dealers have seen increases in 30% sales immediately after completing the courses. The NADA Dealer Academy as well as Hyundai Motor Company have adopted eDS processes to enable their dealer partners successes. As an 8-year NADA Academy Guest Instructor, eDS courses are used in dealer certification and continued education. She is an 8-year NADA Convention speaker and holds a BA in Automotive Marketing and Management from the prestigious Northwood University. Since the age of 18 selling vehicles, she remains a leader in the automotive industry and a thought leader in progressive change. She has a tremendous reputation for delivering relevant sales processes that deliver significant success and profitable actions to convert digital and phone prospects into buyers. She recently released, "Dealer Talk with Jen Suzuki", an Automotive Service and Sales podcast on Apple iTunes and Spotify. She can be reached at Jennifer@www.edealersolution.com or text 954.873.8029.



CONVENTION 2021

The Ladies Auxiliary Charity Auction would love to have

A basket from you!

The Ladies Auxiliary is soliciting vendors to create gift baskets for the annual Charity Auction to be held on Saturday during the luncheon.

Select a basket or container (cooler, large tote, etc.), and fill it with goodies that pertain to a theme or local flavor.

Questions? Contact tommie@viada.org

2021 VIADA CONVENTION DEALER REGISTRATION

OCTOBER 8-10, 2021, LANSDOWNE RESORT & SPA, LEESBURG, VA • REGISTRATION DEADLINE: SEPT. 30, 2021

1. DEALER ATTENDEE REGISTRATION

Primary Attendee Name	First Time Attendee? <input type="checkbox"/> Yes <input type="checkbox"/> No
Company Name	No. of Years as a Member of VIADA
Street Address	
City, State, Zip	
Phone	Cell
Fax	Email
Please list any food limitations	



2. EVENTS (12 & under = child)

	Member	Non-Member
<input type="checkbox"/> Full Registration (entry to all events) Each additional person from the same dealership, \$295 each (member) & \$350 (non-member)	\$395 each (\$125/child)	\$435 each
Badge name _____		
Badge name _____		
Badge name _____		
Badge name _____		
<input type="checkbox"/> Saturday Only (Includes Education, Expo & Dinner) Each additional person from the same dealership, \$295 each (member) & \$350 (non-member)	\$325 each	\$375 each
Badge name _____		
Badge name _____		

3. CONVENTION PAYMENT METHOD

Total Amount \$ _____

Visa MC Discover AMEX Check made payable to VIADA

Name on Card _____

Card Number _____

Exp. Date _____ Security Code (3-4 digits on back/front) _____

NAME BADGE NOTATIONS

Your convention name badge will indicate your participation in different areas. To ensure accuracy of your accomplishments please mark each category that applies to you and your spouse/guest.

- VIADA Board of Directors
- VIADA Past President
- Honorary Life Director
- State Officer
- (Specify) _____
- VIADA Committee Chairperson
- District President
- District Quality Dealer
- State Quality Dealer
- National Quality Dealer
- Eagle Award
- PAC Contributor
- NIADA Officer
- (Specify) _____
- NIADA Certified Master Dealer
- Ladies Auxiliary Officer
- (Specify) _____
- Ladies Auxiliary Member
- Ladies Auxiliary Board Member
- Quality Lady

Billing address and zip code _____

In the event of cancellation, a \$75 administrative fee per person will be charged on cancellations after September 15, 2021. All requests must be in writing.
PHOTO/VIDEO RELEASE: By registering for the VIADA Annual Convention, 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.

4. HOTEL RESERVATIONS

Visit VIADA.org/convention-and-expo for a link to the hotel. All guest room rates are subject to state and local taxes, currently 13%. You must request the "VIADA 2021 Conference" room block when making your reservations. Cut off date is 5:00pm Wednesday, September 8, 2021. Check in is 4:00pm. Check out is 11:00am. Group Rates: \$249 per night. Rate is good 3 days before and after based on availability.

FORWARD TO: VIADA, 1525 Huguenot Road, Suite 102, Midlothian, VA 23113

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