

EVENT SCHEDULE

8:00 – 9:00 am	Breakfast
8:00 am – 9:00 am	Visit Vendor Booths
9:00 am – 9:30 am	VIADA Endorsed Retirement Plans Parker Hannahs , Financial Advisor, Oceanside Financial Strategies & Bryon Eggan , Regional Vice President, Transamerica



REGISTER NOW
viada.org/dealer-day

Gather knowledge, explore possibilities,
strengthen your business for the future!

2022

DEALER EDUCATION DAY & EXPO

TUESDAY, APRIL 5, 8A-5P • DOUBLETREE BY HILTON RICHMOND, MIDLOTHIAN, VA

9:45 am – 10:45 am	Mitigating BPHH Risk with Modern Analytics w/ Q&A Michelle Jackson , Advantage VP of Sales (moderator) Les McCook , Executive Director, American Recovery Association Joel Kennedy , President of National Automotive Finance Association
10:45 am – 11:15 am	Visit Vendor Booths / AM Break
11:15 am – 12:15 pm	How to Floorplan Smart, the Do's and Don'ts – Panel w/ Q&A AFC/Kinetic/Lever/VAC/NGC (Tommie Melendez, moderator)
12:15 – 1:15 pm	LUNCH / Visit Vendor Booths
1:15 pm – 1:45 pm	25 Ways to Increase Website Leads & Sales Without Spending a Penny More on Marketing Lyamen Savy , 321 Ignition
2:00 pm – 3:00 pm	Underwriting 101: How to Get Your Deals Bought – Panel w/ Q&A (Alvin Melendez, moderator)
3:00 pm – 3:30 pm	Visit Vendor Booths / PM Break
3:30 pm – 5:00 pm	Know Your Numbers, You Can't Improve What You Can't Measure Donald Sullivan Jr. , MBA, CMD, Sullivan Auto Trading, Inc.

featuring
**6 Educational Sessions
& 25+ Exhibitors**
An entire day of education and networking you don't want to miss!

VIADA's Dealer Education Day showcases industry speakers to help our dealers grow their dealerships, plus 25+ exhibitors offering new products & services. We will have 6 educational sessions! Every year dealers take a carload of new ideas home to implement at their dealership.

Members:

\$99 first attendee \$50 additional attendee
(must be from same dealership)

Not a Member Yet:

\$129 first attendee \$50 additional attendee
(must be from same dealership)

Registration includes breakfast, lunch, two breaks, and the opportunity to network with exhibitors all day!