

VIADA 62ND ANNUAL CONVENTION & TRADE EXPO

OCT 21-23 • ROANOKE, VA



The Hotel Roanoke

REGISTER TODAY!

viada.org/convention-and-expo

DEADLINE: September 30, 2022

FEATURED SPEAKERS



BOB VOLTSMANN

NIADA CEO

Small Can Beat Big Every Day, Here's How



DEREK DIAZ

FTC Attorney

Staying Compliant with FTC Rules



BILL ELIZONDO

NIADA Senior 20 Group Moderator & Consultant

BHPH & LPH Fundamentals and How Dealers Are Using Technology to Help With Collections



BEN GOODMAN

NIADA 20 Group Senior Moderator & Consultant

How to Improve Your Used Vehicle Reconditioning Process



WILLIAM CHILDRESS

MVDB Executive Director

Guest Speaker at Friday Night's Award Dinner and welcomed visitor on Saturday

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DONALD SULLIVAN JR

Owner/Sullivan Auto Trading Inc.

People, Process, Technology – The Three Elements for a Successful Organizational Transformation



SUSAN GAYTAN

Regional Director of Dealer Training & Engagement/Alan Ram's Proactive Training Solutions, Creating your Dealership's Latin Fan Base



BRANDON WERLEY

Manager, Advisory Services/Withum Succession & Estate Planning and Mergers & Acquisitions / Valuation



JEREMIAH JOHNSON

Regional Director of Operations/ Kinetic Advantage Dealership Operations: What you need to know to set your business up for success



PAUL MCINTOSH

Senior Vice President Commercial Banking- Dealer Services Sr. Relationship Manager, Fulton Bank How to Be Bankable

# VIADA 2022 CONVENTION & TRADE EXPO

# SCHEDULE

# OF EVENTS

## FRIDAY, OCTOBER 21, 2022

SCHEDULE	EVENTS	LOCATION
9:00 AM - 1:00 PM	Recertification Class	Monroe Room
11:00 AM	Registration Desk Opens	Roanoke Foyer
Noon	Expo Set-Up Begins	<b>Roanoke Ballroom</b>
1:00 - 4:00 PM	Board of Directors Meeting	Mill Mountain
1:00 - 4:30 PM	Trade Expo Open	<b>Roanoke Ballroom</b>
6:00 - 7:00 PM	Awards Reception	<b>Roanoke Ballroom</b>
7:00 - 9:00 PM	Awards Dinner	<b>Roanoke Ballroom</b>
	<i>Guest speaker: William Childress, MVDB Executive Director</i>	

## SATURDAY, OCTOBER 22, 2022

SCHEDULE	EVENTS	LOCATION
All day	Registration Desk Opens	Roanoke Foyer
<b>7:00 - 8:30 AM</b>	<b>BREAKFAST / TRADE EXPO</b>	<b>Roanoke Ballroom</b>
<b>8:30 - 9:00 AM</b>	<b>KEYNOTE: Bob Voltmann</b>	<b>Washington Lecture Hall</b>
9:00 - 9:45 AM	Derek Diaz	Washington Lecture Hall
9:45 - 10:15 AM	Bill Elizondo	Washington Lecture Hall
10:15 - 10:45 AM	Ben Goodman	Washington Lecture Hall
10:45 - Noon	Donald Sullivan Jr	Washington Lecture Hall
<b>Noon - 2:00 PM</b>	<b>LUNCH / TRADE EXPO</b> <b>Ladies Auxiliary Charity Auction</b>	<b>Roanoke Ballroom</b>
2:00 - 2:45 PM	Susan Gaytan	Washington Lecture Hall
2:45 - 3:35 PM	Panel – The Evolution of Tracking & Successful Collections	Washington Lecture Hall
2:45 - 3:35 PM	Brandon Werley & Sebastiano Banchitta	Monroe Room
3:50 - 4:20 PM	Bill Elizondo	Washington Lecture Hall
3:50 - 4:20 PM	Jeremiah Johnson	Monroe Room
4:30 - 5:00 PM	Advantage: Women in the Auto Industry Panel	Washington Lecture Hall
4:30 - 5:00 PM	Paul McIntosh	Monroe Room
6:00 - 7:00 PM	Grand Banquet Reception	<b>Roanoke Ballroom</b>
7:00 - 9:00 PM	Grand Banquet Dinner	<b>Roanoke Ballroom</b>

## SUNDAY, OCTOBER 23, 2022

SCHEDULE	EVENTS	LOCATION
8:30 - 9:00 AM	President's Meeting with New Officers	Appalachian Room
9:00 - 9:45 AM	Time of Sharing	Appalachian Room