

2026 VIADA CONVENTION

SPEAKER LINEUP



Industry Leaders Delivering Real Strategies with Real Results



Donald Sullivan Jr.
General Manager
Sullivan Auto Trading
Sales Process,
Do You Have One?



Mark Fuerbacher
President
Universal Imports
Stop Treating AI Like
Software—Use It Like
an Employee



Brent Carmichael
Director Education
NIADA
Time is Money: Service
Department Efficiency
& Productivity



Dave Guttenberg
Owner
Automotive Sports
Navigating Used
Cars in a
Nonsensical Market



Ryan Pfenninger
Co-founder
Overfuel
Your Website is Your
Showroom: Turning
Traffic Into Sales

APRIL 18

The Greenbrier, America's Resort

 101 W Main Street
White Sulphur Springs, WV 24986

Join us for an event built for dealership success!

Learn winning strategies from the industry's top minds and gain real-world insights you can apply immediately. From retail and buy-here-pay-here to sales, service, marketing, and collections, this convention delivers practical takeaways for every department. If you're focused on growth, performance, and staying competitive, this is where you need to be. Plan to bring your entire team!

AGENDA

- 7-8am Breakfast & Expo Hall
- 8am **Ryan Pfenninger**
- 9am **Dave Guttenberg**
- 10am **Mark Fuerbacher**
- 11am **Donald Sullivan Jr**
- 12pm - 2pm Lunch & Expo Hall
- 2pm **Reinsurance Panel w/Q&A**
- 3pm **Brent Carmichael**
- 4-5pm Closing Remarks & Expo Hall



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viada.org/convention-and-expo