



# CONVENTION AGENDA

Cox  
AUTOMOTIVE

## KICK OFF WITH GOLF & EDUCATION

THU APR 16

- 8:00am** Dealer Operator Class Day 1
- 1:00pm** VIADA Golf Starts
- 4:30pm** Hotel Check In Opens



## CONVENTION OPENS

FRI APR 17

- 8:00am** Dealer Operator Class Day 2
- 9:00am** Dealer Recertification Class
- 12:00pm** **Registration Opens**
- 1:00pm**
  - VIADA Past Presidents Meeting
  - Recertification Class Ends
- 2:00pm**
  - VIADA Board Meeting
  - EXPO Hall Opens for Meet & Greet
- 4:00pm** VIADA Board Meeting Ends
- 5:00pm** EXPO Hall Meet & Greet Concludes
- 6:00pm** Welcome Reception & Silent Auction
- 7:00pm** Dinner, Annual Business Meeting, Awards & Charity Auction



SAT APR 18

## SPEAKERS & EXPO HALL

- 7:00am** Breakfast & EXPO Hall
- 8:00am** **Ryan Pfenninger – Your Website Is Your Showroom: Turning Traffic Into Sales**
- 9:00am** **Dave Guttenberg – Navigating Used Cars in a Nonsensical Market**
- 10:00am** **Mark Fuerbacher – Stop Treating AI Like Software – Use It Like an Employee**
- 11:00am** **Donald Sullivan Jr. – Sales Process, Do you have one?**
- 12:00pm** Lunch & EXPO Hall
- 2:00pm** Reinsurance Panel with Q&A
- 3:00pm** **Brent Carmichael – Time is Money: Service Department Efficiency & Productivity**
- 4:00pm** Closing Remarks & EXPO Hall Wrap Up
- 6:00pm** Grand Reception
- 7:00pm** Quality Dealer Award Banquet

## FELLOWSHIP & DEPARTURE

- 9:00am** Time of Sharing & Reflections
- 11:00am** Check Out Hotel & Safe Travels

SUN APR 19



The  
*Greenbrier*<sup>®</sup>  
AMERICA'S RESORT



Symbol of Quality