

	Tuesday April 4th 2017	Tuesday April 4th 2017	Tuesday April 4th 2017	Tuesday April 4th 2017
7:00AM	Registration; Marketplace Expo			
	Upper D Lobby	Upper D Lobby	Upper D Lobby	Upper D Lobby
8:00AM Breakfast	<p>Mike Marshall, Retail Automotive Coach, 21st Century Leadership</p> <p>There Are No Traffic Jams Along the Extra Mile</p> <p><i>General Session</i></p>	<p>Ken Kolodziej, CEO, String Automotive</p> <p>Stop Spraying & Praying - Time to Target Effectively</p> <p><i>General Session</i></p>	<p>Jonathan Ord, CEO, DealerSocket</p> <p>Navigating the Digital Retail Landscape</p> <p><i>General Session</i></p>	<p>Chip Perry, CEO, TrueCar</p> <p>The Habits of Highly Successful Dealers</p> <p><i>General Session</i></p>
9:40AM	Break; Marketplace Expo			
	Room 502	Room 503	Room 504	Room 505
10:00AM-10:50AM	<p>Jasen Rice, Owner, LotPop Inc.</p> <p>Marketing Strategies for Vehicles That Drive More Leads</p> <p><i>Marketing Strategies</i></p>	<p>Brent Durham, Digital Marketing Dir., Preston Auto & Tom LaPointe, Marketing Consultant, CarChat24</p> <p>You CAN Sell Cars with Social Media!</p> <p><i>Social Media / Blogs / Content</i></p>	<p>Michael Markette, Partner, CallRevu</p> <p>Speech to Text Will Fix the Phones in Your Dealership</p> <p><i>Retail / Sales</i></p>	<p>Erik Nachbahr, President, Helion Technologies</p> <p>Dealership IT: What Matters Now and In the Future</p> <p><i>Legal / F&I</i></p>
11:00AM-11:50AM	<p>Eric Miltsch, Co-Founder, DealerTeamwork</p> <p>How to Build a Competitive Advantage Using Powerful Owned, Earned & Paid Marketing Strategies</p> <p><i>Marketing Strategies</i></p>	<p>Tony Trousov, Director, Automotive Development Group LLC</p> <p>Training Millennials in the Digital Age</p> <p><i>Leadership / Management</i></p>	<p>Alexi Venneri, Co-Founder/CEO, Digital Air Strike</p> <p>Reputation is Your #1 Salesperson</p> <p><i>Social Media</i></p>	<p>John Vecchioni, F&I Trainer, American Financial & Automotive Services, Inc.</p> <p>Looking for the B.E.S.T in Everyone</p> <p><i>Retail / Sales</i></p>
12:00PM	Lunch; Marketplace Expo			
	Upper D Lobby	Upper D Lobby	Upper D Lobby	
1:00PM	<p>Darren Haygood, President/CEO, Transparency</p> <p>Now Hiring - Hoverboard Dept. Manager</p> <p><i>General Session</i></p>	<p>Todd Smith, CEO, ActivEngage</p> <p>You Are Your Habits</p> <p><i>General Session</i></p>	<p>David Kain, President, Kain Automotive</p> <p>Digital Sales at the Peak! - What Top Performers Do Each Day to Lead Their Market</p> <p><i>General Session</i></p>	
	Room 502	Room 503	Room 504	Room 505
2:00PM-2:50PM	<p>Ryan Leslie, Director of Strategic Partnerships, autoMotivemastermind</p> <p>Ready, Set, STOP! Stop Engaging in the Race to the Bottom</p> <p><i>Marketing Strategies</i></p>	<p>Beth Petermeier, President, CRM, CPR</p> <p>CRM Usage: It Starts From the Top Down</p> <p><i>Leadership / Management</i></p>	<p>Chris Miller, President, Recall Masters</p> <p>Build Your Recall Department Into a Revenue Powerhouse</p> <p><i>Fixed Operations</i></p>	<p>Brent Wees, Director of First Impressions & Mark Stringfellow, VP of Sales, Nextup</p> <p>Five Steps to a Healthier Sales Floor</p> <p><i>Retail / Sales</i></p>
3:00PM-3:50PM	<p>Shaun Raines, Vice President of Business Development, DealerOn</p> <p>Prioritizing Marketing Channels According to Metallica</p> <p><i>Websites, SEO, SEM & Analytics</i></p>	<p>Paul McCarthy, VP of Sales & Joe Ward, Regional Sales Manager, Warranty Solutions</p> <p>F&I Insight 2017</p> <p><i>Legal / F&I</i></p>	<p>Scott Pechstein, Vice President of National Sales, Autobytel</p> <p>Off the Merry-Go-Round and into the Showroom!</p> <p><i>Websites, SEO, SEM & Analytics</i></p>	<p>Michael Dommermuth / Randy Earnest, Directors, Fairfield & Woods</p> <p>Keep It Safe: Advertising, Texting, Marketing & Sales Compliance</p> <p><i>Legal / F&I</i></p>
	Upper D Lobby	Upper D Lobby		
4:00PM	<p>Eddy Viola, Automotive Client Partner, Facebook</p> <p>Mobile - Still the Next Big Thing For Your Business</p> <p><i>General Session</i></p>	<p>Marty Coates, Co-founder, Waymaker Learning Corp</p> <p>Developing Your Distinctive Global Impact - D.G.I</p> <p><i>General Session</i></p>		
5:00 PM	Networking Reception; Marketplace Expo			
7:00PM	Charity Preview Party (7-10pm); Colorado Convention Center			

Wednesday April 5th 2017		Wednesday April 5th 2017			Wednesday April 5th 2017	
7:00AM	Registration; Marketplace Expo					Registration; Marketplace Expo
	Upper D Lobby	Upper D Lobby	Upper D Lobby	Upper D Lobby		
8:00AM	Mark O'Neil, COO, Cox Automotive	David Lewis, President, David Lewis & Associates	John Clavadetscher, CRO, Cars.com	Guy Schueller, Head of Automotive, Google & Phil Sura, VP of Sales, UnityWorks		
Breakfast	5 Big Questions: What's Ahead for the Automotive Industry	Creating Tangible Growth in Your Fixed Operations	Disrupting Automotive Habits for Success	Using the Power of Video and Google To Dominate Your Market		
	<i>General Session</i>	<i>General Session</i>	<i>General Session</i>	<i>General Session</i>		
9:40AM	Break; Marketplace Expo					Break; Marketplace Expo
	Room 502	Room 503	Room 504	Room 505	Room 506	
10:00AM-10:50AM	Jason Wiley, Vice President, DyGen	Steve White, CEO, Clarivoy	Candice Crane, VP Dealer Solutions, Hireology	Jennifer Suzuki, Founder & President, e-Dealer Solutions	Sharon Kitzman, Vice President/General Manager, Dealertrack DMS	
	The Biggest Snake Oil Scams in Digital Marketing & How to Avoid Them	Attribution for Dummies	The Dealership of the Future: Aligning Your Operational and People Strategy	Is Your Sales Process Kicking It Old School?	Stronger Dealerships Happen Through Change, Not Through Chance	
	<i>Marketing Strategies</i>	<i>Websites, SEO, SEM & Analytics</i>	<i>Leadership / Management</i>	<i>Retail / Sales</i>	<i>Leadership / Management</i>	
	Upper D Lobby	Upper D Lobby				
11:00AM	Andrew Czaplowski, Professor of Marketing, University of Colorado - Colorado Springs (WED)	Lisa Copeland, CEO, Global Enterprises				
	Customer Experience Innovation: Mind Your P's and Cues	Fear.Less: The Six Traits of an Unapologetic Automotive Rockstar				
	<i>General Session</i>	<i>General Session</i>				
12:00	Lunch					Lunch
1:00PM	Marketplace Expo					Marketplace Expo
	Room 502	Room 503	Room 504	Room 505	Room 506	
2:00PM-2:50PM	Joey Little, Director of Digital & Social Media, AutoAlert	George Nenni, Vice President of Operations, Dominion Dealer Services	Kathi Kruse, Founder/CEO, Kruse Control, Inc.	Tony Dupaquier, Executive Director, The Academy	Todd Hudak, President, Hudak Consulting	
	Your Data + Online Shopping = More Sales	Five Ways to Plug Profit Leaks In Recon	What Is Social Media Strategy & Why Do I Need It?	The 20-Minute F&I Transaction	The Dos & Don'ts of Business Development Centers	
	<i>Marketing Strategies</i>	<i>Fixed Operations</i>	<i>Social Media/ Blogs / Content</i>	<i>Legal / F&I</i>	<i>Retail / Sales</i>	
	Upper D Lobby	Upper D Lobby	Upper D Lobby	Upper D Lobby		
3:00PM	Jessica Stafford, Vice President - Media Solutions Group, Cox Automotive	Richard J. Bryan, CEO, A-Player Leadership	Ruby Newell-Legner, Fan Experience Expert, 7 Star Service	Closing Ceremonies		
	Cause-Based Marketing & Audience-Based Advertising	The 3 Most Memorable Failures I Made at My Dealership and What I Learned	7 Star Service: How to Build a Culture to Turn Every Customer Into a Fan	Sponsor Prize Giveaways & Closing Speech		
	<i>General Session</i>	<i>General Session</i>	<i>Keynote Session</i>	<i>General Session</i>		