

2016 NCADA Executive Forum – December 13, 2016

8:30-9:00 am	Registration/Check-In/Visit Exhibitors				
Opening Keynote 9:00-10:20 am	"The Power of Forward-Thinking Leadership" - Brigadier General Ferd Irizarry				
10:20 am	Break				
Tracks	Leading the Dealership	Fixed Ops	New & Used Sales	F&I	Social Media/Internet Marketing
Breakout Session #1 10:30-11:20 am	Wage and Hour Law Primer for Auto Dealers ♦ <i>Richard Vinegar</i> Johnson Hern Vinegar & Gee, PLLC	The Need for Speed: How to Supercharge Service Productivity & Secure Employee Buy-In ♦ <i>Erik Nachbahr</i> Helion Automotive Technologies	Reap the Rewards of a Changing Market ♦ <i>Mitch Falink</i> Reynolds & Reynolds	Building the Forward Thinking F&I Department ♦ <i>Dwayne Wiggins</i> American Financial & Automotive Services, Inc.	Axel Foley's Guide To SEO for Car Dealers ♦ <i>Greg Gifford</i> DealerON
11:20 am	Break				
Breakout Session #2 11:30-12:20 pm	HOW TO BE A GREAT BOSS: Six Tools to Help You Lead, Manage & Improve Accountability in Your Organization ♦ <i>Ben Goetz</i> Ben Goetz Companies	Sales and Use Tax Updates and Changes for the Motor Vehicle Industry ♦ <i>Eric Wayne</i> North Carolina Department of Revenue	What Makes Them Click? Addressing the Needs of the Next Generation Buyer ♦ <i>Mike Platts</i> Carfax	Unlocking the Secrets of Processing: How to Lower Overhead & Increase Profit ♦ <i>Glen Lydick</i> CardConnect	Best Practices for Understanding the Mobile User and Mobile App for Your Dealership ♦ <i>Will Farmer</i> TradeRev
12:20-1:40 pm	Lunch - Hometown Heroes Recognition Ceremony				
Breakout Session #3 1:40-2:30 pm	Interest Rate Risk – Strategies for Managing Risk and Maximizing Profitability ♦ <i>Todd Craig</i> Fifth Third Bank	Transform a Single Visit into a Lifelong Customer: Retention is the New Sales ♦ <i>Mike Martinez</i> AutoPoint	A Profit-Focused Game Plan for Better Auction Purchases ♦ <i>Majd Saboura</i> vAuto	Forward Thinking to Improve F&I Profits and Customer Experience in F&I ♦ <i>Julian Kinney</i> JM&A	Tracking Results - Using the Latest Tools to Track ROI of Internet Marketing Campaigns ♦ <i>Brad Holton</i> Proton Technologies
2:30-2:45 pm	Break				
Closing Keynote 2:45-3:45 pm	Dave Anderson, Motivational Speaker - President of LearnToLead, Inc.				
3:45-4:00 pm	Closing Remarks				