MARIADA 2015 CONVENTION ATTENDEE PROSPECTUS
Loews Hotel in Downtown Philadelphia, PA | Saturday and Sunday, September 19-20, 2015

United We Stand

Call Shannon Becker Today! | 717.238.9002 | shannon@piada.org
Greetings,

On behalf of the IADAs from Pennsylvania, New York, New Jersey, Maryland and Delaware, we hope you are having a prosperous 2015! We are very enthusiastic about the upcoming 2015 Mid-Atlantic Regional Independent Automobile Dealer Association Conference this fall in Philadelphia — my home town! As the only regional IADA event in the country, this event gives our region’s dealers the opportunity to network and learn from each other and the best trainers, speakers and vendors in the country — under one roof. Philadelphia will play host to both the Democratic National Convention and just after our event, Pope Francis will visit the City of Brotherly Love! Energy will be high throughout the summer and early fall, and the Loews Hotel in Downtown Philadelphia will be right at the center of it. We expect this event to be bigger and more well attended than last year. We need Dealers such as you to help make it so! Please take a few minutes to look through this year’s Attendee Prospectus and then call our team to make your reservation. See you in Philly Sept. 19-20!

John DeFilippo
President, PIADA
## 2015 Preliminary Convention Agenda

**MARIADA 2015 CONVENTION AGENDA**  
Loews Hotel in Downtown Philadelphia, PA • Saturday and Sunday, September 19 – 20, 2015

### SATURDAY, SEPTEMBER 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>9am - 12 Noon</td>
<td>Exhibit Hall Set-Up</td>
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</tbody>
</table>
| 11am - 12 Noon    | PIADA Annual President’s Meeting  
State IADA Meetings/Annual Sessions: NYIADA/NJIADA | MD/DE IADA  
Anthony E. Bush, Esq. (IADA Meetings)  
Eckert, Seamans, Cherin & Mellott LLC  
Compliance Enforcement, Focus and Trends  
Congress C  
Congress B  
Congress A |
| 12 Noon - 2pm     | **WELCOME LUNCH in the Exhibit Hall**                                 |
| 2pm - 2:45pm      | Breakout Session:  
Dave Keller, CPA, CliftonLarsonAllen –  
“BHPH and RFC Combining Financial Statements”  
Subi Ghosh, Dealer Authority, "Social Culture: Achieve big dog exposure without the big dog spend."  
Commonwealth AB |
| 2:45pm - 3pm      | **15 Minute Session Break**                                          |
| 3pm - 3:45pm      | Breakout Session: Al Mosher, Alan Mosher Consulting & Training –  
“Building Repeat & Referral Business”  
ProGuard Warranty, Jill Simko, “Vendor Relations” / NextGear Capital, Julia Mosser & John McNitt, “Financing Your Inventory”  
Commonwealth AB |
| 3:45pm - 4pm      | **15 Minute Session Break**                                          |
| 4pm - 4:45pm      | **SATURDAY KEYNOTE SPEAKER – MATT TENNEY**  
*Serve to Be Great: Leadership Insights from My Journey as a Prisoner, Monk, and Social Entrepreneur*  
(Sponsored by PIADA Annual Bronze Sponsor NextGear Capital)  
Commonwealth |
| 4:45pm - 5pm      | **15 Minute Session Break**                                          |
| 5pm - 7pm         | **NETWORKING RECEPTION in Exhibit Hall**                              |
| 7pm on            | Dinner on Your Own                                                   |
| 7pm - 12Midnight  | Hospitality Suite  
(Sponsored by 2015 Hospitality Suite sponsor Diamond Warranty)  
Congress Room  
4th Floor |

### SUNDAY, SEPTEMBER 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8am-9:30am</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>9:30am - 10:15am</td>
<td><strong>BREAKFAST in the Exhibit Hall</strong></td>
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<tr>
<td>10:15am - 10:25am</td>
<td><strong>10 Minute Session Break</strong></td>
</tr>
<tr>
<td>10:25am - 11:15am</td>
<td><strong>GENERAL SESSION</strong></td>
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<tr>
<td>11:15am - 11:25am</td>
<td><strong>10 Minute Session Break</strong></td>
</tr>
</tbody>
</table>
| 11:25am - 12:10pm | Breakout Session:  
Jay Rose, Global Training Solutions – “Recruiting, Interviewing, Training, and Ongoing Skill Development”  
Commonwealth AB |
| 12:10pm-1:40pm    | **LUNCH in the Exhibit Hall**                                        |
| 1:40pm            | **Exhibit Hall Closes**                                              |
| 1:40pm - 2:25pm   | Breakout Session:  
Mike Jackson, Auto Search Technologies  
Randy Coile, vAuto – “The Rise of Staying with the Status Quo”  
Commonwealth AB |
| 2:25pm - 2:35pm   | **10 Minute Session Break**                                          |
| 2:35pm - 3:25pm   | Breakout Session:  
Ed French, AutoProfit LLC – “Connecting with Today’s Used Car Shopper”  
Angelica Jeffreys, Equifax – “How to Read a Credit Creport and Leverage Data to Better Understand Your Customer”  
Commonwealth AB |

*AGENDA SUBJECT TO CHANGE WITHOUT NOTICE AT SOLE DISCRETION OF PIADA/MARIADA.  
MEETING ROOM LOCATIONS: Regency Ballroom, Floor 2M; Commonwealth AB, 2nd Floor; Commonwealth CD, 2nd Floor; Congress Rooms, 4th Floor  
Call Shannon Becker Today! | 717.238.9002 | shannon@piada.org
Top 10 Reasons to Sign Up Today!

1. Be a Part of the Only Regional IADA Conference in the Nation!

2. The Nation’s Top Trainers all under one roof.

3. Updates on Compliance, Regulatory Changes and New Laws.

4. The Nation’s Top Vendors Showcasing New Products, Services and Opportunities.

5. Discounts Now through July 31 on already low attendance fees.

6. Excellent venue at the Lowes Hotel in Central Downtown Philadelphia.

7. World-class, food, beverages and hospitality suites.

8. Numerous Networking Opportunities.

9. Technology updates on hardware, software, electronics, Internet and more!

10. Management, human resources, development and recruitment training!

See You in Philly!
Speaker Biographies

In Schedule Order

DAVID KELLER is a principal with CliftonLarsonAllen, one of the nation’s top 10 certified public accounting and consulting firms. Since 1984 he has been providing strategic and financial guidance to the automotive industry, including accounting, operations and taxation consulting. David specializes in new, used and Buy Here Pay Here vehicle and RFC financing operations.

SUBI GHOSH, executive vice president, Dealer Authority. Subi has been working in dealerships for the past 7 years as an Internet Manager, Sales Director, and most recently Marketing and E-Commerce Director. Subi has spoken at various automotive marketing conferences, including the Internet Sales 20 Group, Digital Dealer, and Driving Sales Executive Summit. She is also a blogger on the science and art of automotive digital marketing and has contributed to sites such as DealerKnows as well as DealerOn with their webinar series. Ms. Ghosh was also nominated for the Automotive News Top 100 leading women.

ALAN MOSHER is a car guy. His first job ever was detailing cars at a dealership when he was in high school. He began selling cars in 1975, and has been in the car business in one form or another for most of the 40 years since. Half of that time he has been in the BHPH business. He has operated BHPH dealerships for 8 years and been a trainer and consultant in the business for 11. He can be reached via email at al@alanmosher.com.

Jill Simko, of ProGuard Warranty, Inc., will be speaking on the topic of “Vendor Relations” Sept. 19, in the Commonwealth Room CD. Jill has been in sales and Marketing for her entire career and has a strong background in the private commercial, industrial and institutional sectors of the construction industry. She also served on several boards and committees for numerous non profit organizations. Her last employment was in the capacity of Marketing Director for Branch Valley Associates Inc., a construction company located in Southeastern Pennsylvania. She can be contacted at her email address of jills@proguardwarranty.com.

JOHN MCNITT, NextGear Capital – John serves as the Regional Director of Pennsylvania/New York for NextGear Capital. His responsibilities include deploying customer initiatives and driving customer service in the region while supervising a team consisting of 11 account executives. McNitt joined NextGear Capital in 2013. Prior to his current role, he worked for Manheim for nine years, serving as the Senior Area Manager for Manheim Financial Services in the North Central Market.
Speaker Biographies

In Schedule Order

WAYNE BOUFFARD, NextGear Capital – Wayne is the Regional Director North Atlantic at NextGear Capital. In his current role, Bouffard oversees a team of account executives while deploying customer initiatives in the North Atlantic region. Bouffard has been with the company since 2007, when he was hired as an operations supervisor in the Boston market before being promoted to general manager of the Boston North branch. Prior to joining NextGear Capital, he spent seven years as a branch manager for Enterprise Rent-a-Car.

KEYNOTE SPEAKER - MATT TENNEY is a social entrepreneur and the author of Serve to Be Great: Leadership Lessons from a Prison, a Monastery, and a Boardroom. He is also an international keynote speaker, a trainer, and a consultant with the prestigious Perth Leadership Institute, whose clients include numerous Fortune 500 companies. He works with companies, associations, universities, and non-profits to develop highly effective leaders who achieve lasting success by focusing on serving and inspiring greatness in the people around them. Matt envisions a world where the vast majority of people realize that effectively serving others is the key to true greatness. When he’s not traveling for speaking engagements, he can often be found in Nashville, TN.

WAYNE HERRING has followed a non-traditional path to consulting, coaching and training. Wayne worked with his father in the early 90s at JC Auto Sales. He then earned a BS in Civil Engineering and an MS in Geotechnical Engineering, and he built a successful career as a civil engineer before joining Herring Group which includes Preferred Warranties as VP Sales and Marketing, leading a team of 40. He played key roles in the company’s rapid growth, managed the sales force through a recession and navigated the successful sale of the company.

SPEAKER TBD — Hudson Cook, LLP was established in 1997 with a single purpose in mind - to provide the best possible service to companies needing advice and assistance in the ever changing and challenging world of consumer financial services and privacy law. Our wide-ranging services cover virtually all aspects of state and federal consumer financial services and privacy law. At Hudson Cook, consumer financial services and privacy law are all we do. The are associated with CounselorLibrary.com, LLC, and CARLAW®, a monthly subscription service that reports legal developments in the auto finance and lease business.

JAY ROSE, Global Training Solutions - As the leader of “Customized In-Dealership Coaching & Training” in the BHPH Industry, Jay will work with your business and your team to create your own dynamic training program that will produce ongoing results. With over 26 years’ hands on experience, Jay has trained over 9500 owners, managers & salespeople. Jay has also has spoken at over 26 IADA & BHPH Conventions along with written many articles and donated his time to support NIADA & NABD members.
Speaker Biographies
In Schedule Order

STEVEN SANTOSPAGO – Steve Santospago is a “Car Guy” who has spent over 40 years in and around the car business. As a member of a dealership family he learned the industry from the ground up. Having been a proprietor of Pre Owned dealerships in harshly competitive markets, he is well versed in the difficulties faced by dealers today. Now as a member of the DealerRater staff he consults in best practices geared toward helping dealers attract new clients by adopting 21st century styled methods to do so. Steve is a student of consumer behavior and holds a degree in Organization Behavior from Florida Southern College, an MBA from Babson College and is pursuing a post graduate degree from Harvard University.

MICHAEL JACKSON, CEO of Auto Search Technologies Inc is a nationally recognized speaker and columnist regarding online automotive technology.

WILL MCGINNIS is a Senior Product Specialist for vAuto. In this role, he ensures customers have access to real-time market information on inventory management and pricing strategies and provides coaching, mentoring and training to the vAuto Sales team. He is passionate about the automotive industry. He enjoys working directly with dealers during vAuto system implementation and training. He is a recognized authority on a variety of automotive industry subjects, with a principal focus on vehicle inventory management best practices. He shares his knowledge through speaking engagements, writing for Driving Sales, and active social media participation in industry groups. He has developed business on the vendor-to-vendor level with companies that include Autotrader, CarFax, Cars.com, BlackBook and eBay. Will resides in Baltimore with his wife and son.

ED FRENCH, AutoProfit, LLC – Ed French currently serves as a consultant to the automotive industry where he advises retail dealers, OEM’s as well as companies serving the retail sector on the processes to improve profitability. In the last four years over 4,000 dealers and managers have attended various workshops and seminars facilitated by Ed. Ed has over 40 years in the retail automotive industry where he has served as a department head of all profit centers in a retail auto dealership, including fixed operations.

ANGELICA JEFFREYS brings more than 25 years of automotive experience to the Equifax auto leadership team. Starting her career as a greeter in a dealership while in college, she worked her way up through sales, F & I, sales management, and finally managing the sales and operations for the largest Honda Dealership in New England. She subsequently held several key sales leadership roles at Cox Automotive’s AutoTrader, and most recently at DealerRater where she was responsible for driving growth through substantive strategic alliances. She has dedicated her career to helping dealers find innovative ways to solve real world pain points, drive growth and improve business performance, while remaining a passionate advocate for the industry and a trusted resource for her clients.
Full Conference Package


Dealer Fees
Members ☐ $30.00 per person ☐ $25.00 (Discount of $5)
Non-Members ☐ $80.00 per person ☐ $75.00 (Discount of $5)

Non-Dealer/Industry Related Fees
Members ☐ $129.00 per person
Non-Members ☐ $179.00 per person

Number of persons attending __________ Please note: all registration fees are NON-REFUNDABLE.
Name: __________ Email: __________ Name: __________ Email: __________
Name: __________ Email: __________ Name: __________ Email: __________
Name: __________ Email: __________ Name: __________ Email: __________
Total: $ ________________

PLUS HOTEL - Overnight rooms at convention discount prices. Subject to availability. $164 per room per night plus tax FOR RESERVATIONS CALL 1.888.575.6397 AND USE GROUP CODE: PIA915

Please indicate the number of people attending each event/meal:
Saturday, September 19th
_____ 12pm-2pm Welcome Lunch in Exhibit Hall
_____ 5pm-7pm Networking Reception in Exhibit Hall

Sunday, September 20th
_____ 8:00am-9:30am Breakfast in Exhibit Hall
_____ Noon-1:30pm Lunch in Exhibit Hall

All times subject to change at the sole discretion of MARIADA organizers.

Contact Name ____________________________ Business Name ____________________________
Address ___________________________________________________________________________
City ____________________________ State ____________________________ Zip ________________
Phone ____________________________ Email ____________________________________________________________________________ by providing email, you authorize listed State IADAS to contact you via email.

Please select the payment type: ☐ check payable to PIADA ☐ VISA ☐ Mastercard ☐ Discover ☐ AMEX
Cardholders name ____________________________ Card Number ____________________________
Exp date ____________________________ Sec code ____________________________ By paying, you agree to the terms herein.
Convention Hall Floorplan

LOCATION:
LOEWS PHILADELPHIA
REGENCY BALLROOM

NOTES:
ALL BOOTHs ARE 8’ X 10’ UNLESS OTHERWISE NOTED
TOTAL = 50
ALL AISLES ARE 10’ WIDE UNLESS OTHERWISE NOTED
FLOOR PLAN IS SUBJECT TO CHANGE UPON FIRE MARSHALL’S APPROVAL
SCALE: 1/32” = 1’

SHOW:
M A R I A D A
SEPTEMBER 19 - 20, 2015

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