

MARIADA AGENDA

Sunday, October 21st

- 11am-3pm **Exhibitor Move In**
- 1:30pm-2:30pm **President's Meeting** (Bucks Room)
- 3pm-5pm **Pregame w/ the Vendors** – Light snacks & refreshments
Sponsored by America's Auto Auction Lancaster
- 5pm-7pm **Tailgate Kickoff Party** in Exhibit Hall - Football on screens, tailgate themed food, specialty drink **Sponsored by TradeRev!**
- 7pm-9pm **Visions Bar Welcome Reception** — Hors doeuvres, cash bar, DJ.
Sponsored by AGWS!

Monday, October 22nd

(Every speaker on main stage except 8:30am)

- 8am-9:30am **Light Breakfast** in the Exhibit Hall. **Sponsored by PWI!**
- 8:30am-8:55am **Arie Garcia**, MidAtlantic IADA — Responsibilities of a Dealer (Monroe Room)
- 9:00am-9:30am **Andy Gabler**, NIADA President & Shaun Petersen, Esq., NIADA – Legal Update
- 9:30am-10:15am **Criss Castle**, Car News Network — Google Your Business. Top Ways to Make Google Work for YOU!
- 10:15am-10:45am **Dave Keller**, CPA, CliftonLarsonAllen, Tax Guidance and Savings for Dealers
- 10:45am-11:15am **John Possumato**, Founder & President, DriveltAway – HyreCar Commercial Solutions. “Unleashing the Unprecedented Sales and Profit Opportunities for Independent Dealers by Leveraging the Growth of the Car Sharing & Ride Sharing Industry”
- 11:15am-11:45am **Roger Clappe**, TradeRev- “Best Practices for Understanding the Mobile User and Mobile App for Your Dealership.”
- 11:45am-1:30pm **LUNCH Buffet in Exhibit Hall**
- 1:30pm-2:15pm **Keynote Speaker-Michael Brill**, Owner, B & B Automotive & **2016 PIADA Quality Dealer of the Year** As “one of us” Mike will speak of the Top 5 Best and Worst Decisions he has made during his remarkable journey as an Independent Dealer.
- 2:15pm-2:45pm **Matt Arias**, Director of Manheim Arbitration, Cox Automotive Understanding Vehicle Inspections & Avoiding Arbitration: Knowing How to Inspect & Mitigate Risk.
- 2:45pm-3:45pm **“How to get Capital”** Session - Auction Credit, NextGear Capital, Primalend, and Westlake Flooring Services
- 3:45pm-4:15pm **Terry Lancaster** - Personal Branding for Automotive Sales People
- 4:15pm-4:45pm **Zach Klempf**, Selly Automotive - Disruption: Millennials, CRM, Digital Retail, and how YOUR dealership can compete in 2018 and beyond.
- 5:00pm **Exhibitor Dismantle**