

# 2017 SDADA Convention Tentative Agenda



## WEDNESDAY, JUNE 7, 2017

- 3:00 P.M.     **REGISTRATION DESK OPENS**  
                  *Dakota Ballroom*
- 5:00 P.M.     **SOCIAL HOUR WITH VENDORS**  
                  *Dakota Ballroom*  
                  - Heavy hors d' oeuvres served throughout vending area  
                  - Reconnect with fellow dealers & get updated on the vendor products & services offered

## THURSDAY, JUNE 8, 2017

- A.M.           **OFF-SITE FOR GOLFING & ATV RIDES**
- 3:00 P.M.     **REGISTRATION DESK OPENS**  
                  Dakota Ballroom
- 5:00 P.M.     **SOCIAL HOUR & VISIT DISPLAYS**  
                  Dakota Ballroom
- 7:00 P.M.     **DINNER**  
                  Dakota Ballroom  
                  - Vendor "Pride of the Show" Winner Announced / SDADA's Franchised Dealer of the Year Award /  
                  Passing of the Gavel / Entertainment: Comedian, Jeff Jena **FRIDAY, JUNE 9,**

## FRIDAY, JUNE 9, 2017

- 8:00 A.M.     **REGISTRATION DESK OPENS**  
                  Dakota Ballroom
- 8:00 A.M.     **BREAKFAST & ANNUAL MEETINGS OF SDADA AND SDADA SERVICES**  
                  Dakota Ballroom
- 8:30 A.M.     **BUSINESS SESSION 1: READY, SET, TEXT...ENGAGE THE WAY CAR BUYERS PREFER, BY SCOTT PECHSTEIN, AUTOBYTEL, INC.**  
                  Black Hills Ballroom  
                  - Hefty fines tied to new Telephone Consumer Protection Act guidelines make it critical for dealers to implement proper techniques that ensure compliance and keep text leads within a CRM environment.
- 9:30 A.M.     **SPOUSE PROGRAM: TABLE SCAPE AND FRESH ARRANGEMENT CLASS AT FLOWERS BY LEROY FOLLOWED BY LUNCHEON WITH GUEST SPEAKER, AUTHOR SANDY BERENDES**  
                  Meet at SDADA Registration Desk
- 10:00 A.M.    **BUSINESS SESSION 2: ATTRACTING THE RIGHT TALENT - EMPLOYER BRANDING, BY GAYLE VERHEY, VOLT, INC.**  
                  Black Hills Ballroom  
                  - Attract talent with an effective employer brand  
                  - Explore methods for using employer branding to differentiate, target and win with top talent.
- 11:00 A.M.    **BUSINESS SESSION 3: LEADERSHIP IN THE INFORMATION AGE BY MALCOMB CHAPMAN**  
                  Black Hills Ballroom  
                  - Never before has information been more important or more available. The insights you gain from the program will help you as a leader to stay on the cutting edge of technology.
- NOON          **LUNCHEON**  
                  Dakota Ballroom

CONVENTION ENDS FOLLOWING LUNCH.