

7:30am	Registration					
	Park Ridge Ballroom Foyer					
8:00am - 9:50am	Profitability Breakfast					
	Salons C & D Park Ridge Ballroom					
	Aggressive Search + Social Strategies for Proven ROI		What Does a Successful Dealership Marketing Plan Look Like?		The Path to Profitability: A Call to Action for All Dealers	
	Jared Hamilton, Driving Sales		Jonathan Ord, DealerSocket		Dale Pollak, vAuto, Inc.	
	CONTROLLER/LEGAL/HR	SEO STRATEGIES	SOCIAL MEDIA	FIXED OPS	SALES/MARKETING	PROFITABILITY STRATEGIES
	Englewood Meeting Room	Salon A	Salon B	Lone Tree	Littleton A	Littleton B
10:00am - 10:50am	<i>Best Practices for Dealer Internet Sales</i>	<i>Wisdom and Truth in SEO</i>	<i>101 Ways to Jump Start Your Internet Business</i>	<i>The Experience. Why Customers Abandon You</i>	<i>Automotive Marketing and Media Today</i>	<i>Putting It Together: Dealership, Brand, eCommerce</i>
	Dommermuth & Earnest McGloin, Davenport, Severson and Snow, PC	Christian Jorn Jorn & Price Marketing	Todd Smith ActivEngage	Mark Brandon & Kevin Green Dealer LOGIX	Scott Roskowski Television Bureau of Advertising	Gary May Interactive Marketing & Consulting Services
11:00am - 11:50am	<i>How to Protect Top Line Growth</i>	<i>Fundamentals of SEO and Social Media Marketing for Auto Dealers</i>	<i>20-20-60 Rules of Engagement: Social Media Content Fundamentals</i>	<i>Fixed Operations Marketing: A New Approach</i>	<i>Breakthrough Paradigms for the Variable Department</i>	<i>Reaching Spanish Speakers Using New Media</i>
	Robert Miller Compli	JD Rucker TK Carsites	Rob Hagen Next Generation Dealers Services	George Magda Dealer.Com	Dale Pollak vAuto, Inc.	J. Basil Dannebohm Entravision Communications Corporation
Noon - 1:50pm	AutoTrader Luncheon					
	Salons C & D Park Ridge Ballroom					
	Automotive Advertising: Embracing and Leveraging the Internet as an Influencing Medium		As Online Demand Grows, So Must Your Team		Leading Change	
	Chip Perry, CEO, AutoTrader.com		Joe Webb, DealerKnows Consulting		Mike Marshall, 21st Century Leadership Institute	
2:00pm - 2:50pm	<i>Employee Privacy in the World of Social Media--An Oxymoron</i>	<i>Car Dealers Are Under Attack</i>	<i>Social Media Basics for Dealers</i>	<i>Service Department Defection: Your Last Line of Defense</i>	<i>Marketing to Women on a Zero Budget</i>	<i>Five Simple Ways of Getting Your Customers Back</i>
	Todd Frederickson Fisher & Phillips, LLP	Brian Pasch PCG Digital Marketing	Christopher Herman Herman Advertising	Mark Payne Zipcode Target Marketing	Jody DeVere AskPatty.com	Alanna Quinn Barker AutoRevenue
3:00pm - 3:50pm	<i>Selection, Hiring, Orientation and Training for the Internet Department</i>	<i>The Significance of Search Engines in the Auto Industry</i>	<i>New Technology to Help Dealers Cost-Effectively Source the Vehicles They</i>	<i>Engaging Customers Online "it's not just a Sales Thing."</i>	<i>Advanced Online Strategies for Influencing Car Shoppers</i>	<i>Take Charge of your Online Reputation</i>
	Joe Webb DealerKnows Consulting	Jason Wiley Moore & Scarry Advertising	Doug Hadden DealerTrack	Larry Bruce MicrositesByU	Tori Morandi AutoTrader.com	Mike Marshall 21st Century Leadership Institute
4:00pm - 4:50pm	<i>BP Has A Dismal Safety Record, Do You?</i>	<i>Communicating in Real Time</i>	<i>Eliminating Missed Opportunities in Special Finance</i>	<i>Profit Opportunities in the Oil Change Business</i>	<i>After the Revolution: Dealer 2.0 and Customer Collaboration</i>	<i>The Top Five Ways Your DMS Should Generate Greater Profits</i>
	Peter Zaidel KPA	Todd Smith ActivEngage	Rob Hagen Next Generation Dealers Services	Don Siegel Siegel Oil Company	David Greene e-Pro Automotive Group	Allan Stejskal DealerTrack DMS
5:00pm	Networking Reception					
	Park Ridge Ballroom Foyer					
6:00pm - 8:00pm	Putting You First Dinner					
	Salons C & D Park Ridge Ballroom					
	Dealer Success Stories			Strategies to Dominate Your Market & Beat Your Competition		
	Joe Orr, General Manager, Dick Hannah Honda			Grant Cardone, Cardone Training Technologies, Inc.		