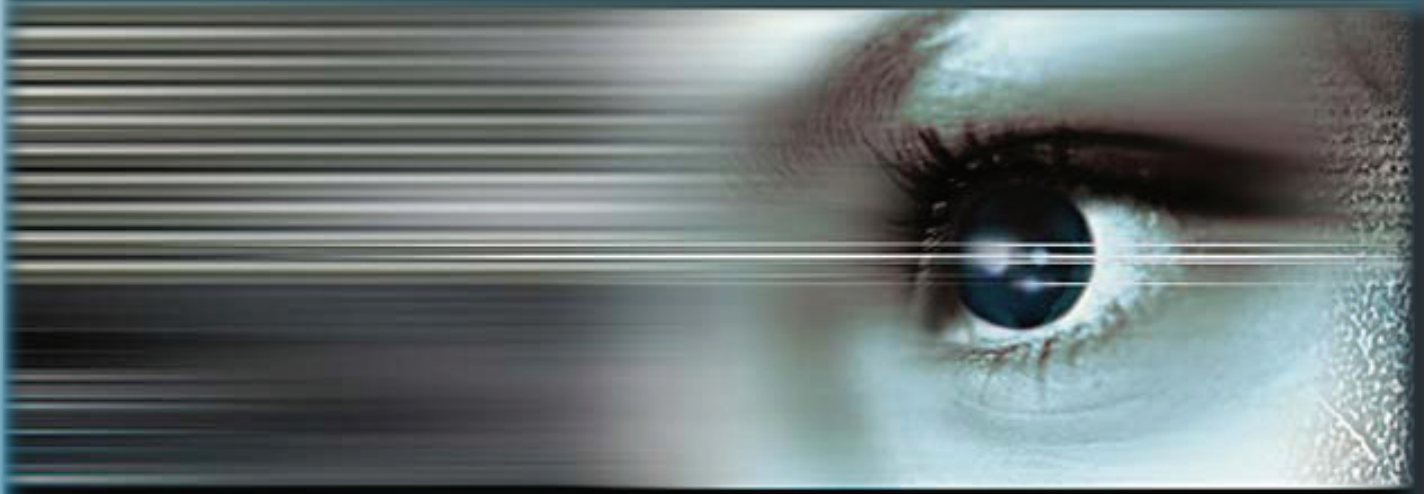


VISION 2020



Preparing Today for a Profitable Tomorrow

2014 Executive Forum
December 9, 2014 - 8:30 am - 4 pm
Embassy Suites - Raleigh/Durham - RTP

Easy & Convenient
Registration Available
at www.ncada.com

Featured Speakers:



Glenn Mercer
“The Dealership of
2020”



Walter Bond
“Visionary Leadership”



NC Governor
Pat McCrory
(Invited)



Major General
Cornell A. Wilson, Jr.

VISION 2020

Preparing Today for a Profitable Tomorrow

2014 Executive Forum



Join us for this year's Executive Forum, "Vision 2020: Preparing Today for a Profitable Tomorrow," on Tuesday, December 9, 2014 at the Embassy Suites - Raleigh/Durham-RTP! We have an exciting slate of speakers scheduled to appear including an address by invited guest Governor Pat McCrory, a look into "The Dealership of 2020" presented by acclaimed speaker Glenn Mercer, and our closing keynote speaker, former NBA star Walter Bond, will tell us about "Visionary Leadership: Creating a Culture Designed to Fuel Peak Performance." The Forum will also feature breakout sessions, listed below, that will focus on several areas of dealership operations.

The Forum is open to all dealers, general managers, office managers, service managers, and F & I professionals. There will be something for everyone!

Registration Opens at 8:30 am

Embassy Suites - Raleigh/Durham - RTP
201 Harrison Oaks Blvd, Cary, NC 27513

9:00 am Opening Keynote - "The Dealership of 2020" by Glenn Mercer

Session #1	Get an Absolute Pulse on Your Business: Why Scorecards Work at Every Level of Your Company <i>by Ben Goetz & Walt Brown</i>	Driving Profitability Through Efficiencies & Processes in the Back End of Your Dealership <i>by Karen Thomas & Scott Strothkamp</i>	3 Fatal Errors Dealers Make with Internet Inquiries & How to Avoid Them <i>by Joe Negley</i>	Selling in Service <i>by David Tiff</i>
Session #2	Is Your Sales Team a Search Engine? <i>by Dwayne Wiggins</i>	Turn Your Detail Department into a Legitimate Profit Center <i>by Doug Graham & Jacob Cain</i>	Two Google Advertising Tactics You Aren't Using <i>by Wilson Anthony</i>	Selling the Way Consumers Want to Be Sold: Using Technology & Behavior to Drive Results <i>by Ronda Lewis</i>
Luncheon Keynote Speaker - Governor Pat McCrory (invited)				
Session #3	Who Has the Keys to Your Financial Back Door? <i>by Rob Jones</i>	100% Fixed Absorption is NOT a Myth <i>by Mike Stoll</i>	How to Use Today's Technologies to Hire Top Performers <i>by Alan Bond</i>	New 360 Degree View of Call Management <i>by Aynsley Zulpo</i>
2:45 pm - Closing Keynote - "Visionary Leadership: Creating A Culture Designed to Fuel Peak Performance" by Walter Bond				

**Easy & Convenient Registration Available Online
at www.ncada.com!**