



2025 NIADA CONVENTION AND EXPO

JOIN US AT THE FONTAINEBLEAU LAS VEGAS
JUNE 23-26, 2025

Network with dealers from across the nation at the
largest convention and expo for independent car dealers.



12000+

**Independent Auto Dealers
and Industry Members**

“It’s a phenomenal
opportunity to
network and meet
mentors”

Sarah Bombliss of Family First Auto
Sales in Clarksville, Tennessee.

**LARGEST
EXHIBIT
HALL**
for used car dealers

5
Tracks of
Education

**BHPH
Retail
Marketing
Compliance
Management**

EARLY-BIRD SAVINGS

	Early-bird rate	Registration rate
Member	\$545	\$745
Non-member	\$845	\$1,045

**Early-bird pricing
ends May 23**



REGISTER

BOOK EARLY

as these will not last.

***Only \$219
room rate**

Registration is open.

\$219 per night (includes \$20/
night resort fee) + taxes.

NIADA.COM/CONVENTION • 817.640.3838

Education Sessions to Include

RETAIL

IT'S TIME TO TUNE UP YOUR SERVICE DEPARTMENT

DONALD SULLIVAN, SULLIVAN AUTO TRADING, INC., NORFOLK, VIRGINIA; JOSEPH MALLETTE, AMERICAN AUTO BROKERS, SAN ANTONIO, TEXAS; NICK NYHUS, NYHUS FAMILY SALES, INC., PERHAM, MINNESOTA

Your service department must be operating as efficiently and effectively as possible. Our panel of experts will share metrics to help you determine if your service department needs a tune-up or is running like a fine-oiled machine. From getting your retail inventory ready for the frontline to servicing retail vehicles after the sale, they will cover it all.



BHPH

KNOW YOUR NUMBERS

DARLA BOOHER, DEAL DEPOT, GREER, SOUTH CAROLINA

One of the most popular sessions is back, with an even deeper dive! There is certainly more than one way to be successful as a BHPH dealer. But the analytics don't lie and "just sell more cars" is never the answer. Darla Booher has specific numbers she constantly reviews to determine the health of his dealership. Don't miss this interactive session discussing real numbers.



COMPLIANCE

DRIVEN TO COMPLIANCE: NAVIGATING FEDERAL AND STATE LAWS IN THE TRUMP 2.0 ERA

ERIC JOHNSON, PARTNER, HUDSON COOK, LLP; MARK METREY, ASSOCIATE, HUDSON COOK, LLP

In the rapidly shifting regulatory landscape under the Trump 2.0 administration, dealers face unique challenges and opportunities. This session will explore the importance of staying compliant with federal and state laws, provide insights into how the administration's policies impact the automotive industry, identify key areas of legal exposure, and explain practical strategies to safeguard your business.



MANAGEMENT

VEHICLE INVENTORY AND SERVICE DEPARTMENT FLOW: SKILLS TO IMPROVE CARRYING LEVELS AND TURN TIME

DOUG TURNER, AMERICA'S CAR-MART, ROGERS, ARKANSAS

Doug Turner will identify some of the biggest challenges and offer solutions to lower your carrying costs, turn inventory quicker, improve vehicle flow and increase efficiency to maximize your reconditioning output. This session will help improve the customer experience and front-row quantity, and protect your portfolio by keeping your customers on the road.



MARKETING

FULL THROTTLE MARKETING: REV UP YOUR DEALERSHIP'S SALES

TRACY E. MYERS, FRANK MYERS AUTO MAXX, WINSTON-SALEM, NORTH CAROLINA

In this fast-paced session, attendees will discover how to create powerful attention-grabbing marketing campaigns to generate leads and drive sales to grow your dealership and dominate your market. Learn message-crafting strategies to convert leads, leverage data to target the right audience, and measure success to maximize ROI.

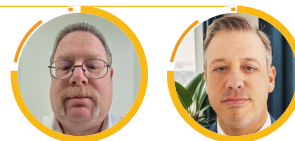


BHPH

CARROT OR STICK: COLLECTIONS STRATEGIES

CHRIS GROSS, THE SOLE SAVERS AUTO SALES, EUREKA, CALIFORNIA; JERRY RESENDEZ, THUNDERBIRD AUTO FINANCE, LAREDO, TEXAS; BOB ZESERSON, SHANNON MOTORS, JOHNSTON, RHODE ISLAND

Finding ways to improve collections can be overwhelming, and strategies change over time. Should collectors be in-house, out of the country, or some hybrid? These dealers will share the practices and processes they have implemented to set them and their customers up for success.



RETAIL

F&I UNLEASHED: PROVEN STRATEGIES TO MAXIMIZE PROFITS AND BUILD A WINNING FINANCE DEPARTMENT

JAY WELSH, RIGHTDRIVE, EL PASO, TEXAS

Your F&I department should be a powerhouse of profitability. Learn tactics to structure pay plans to motivate behaviors, streamline product offerings for maximum impact, and integrate F&I seamlessly into your dealership's culture to thrive in any market.



COMPLIANCE

"I DIDN'T KNOW THAT" IS NO EXCUSE: OVERCOMING CHALLENGES WHEN COLLECTING COLLATERAL

STEFANIE COLLIER, ATTORNEY, WELTMAN, WEINBERG & REIS CO

AMY CLUM HOLBROOK, SHAREHOLDER, WELTMAN, WEINBERG & REIS CO

Recovering a vehicle after default can be challenging, especially when navigating the varying laws in each state. These legal complexities often present landmines that lenders must avoid. Stefanie and Amy will share best practices that every lender should consider, and recount real-world examples from some of the most challenging states.



MANAGEMENT

POSITIONED FOR GROWTH: A PROVEN STRATEGY TO MODERNIZE YOUR BUSINESS AND ACHIEVE RECORD REVENUES

CORY MOSLEY, CSP

In the dynamic landscape of today's business world, staying ahead requires more than just adaptation; it demands a proactive approach to change. Cory Mosley will show a blueprint for modernization and proven strategies to achieve record-breaking revenues. The first 80 attendees at the session will receive a free copy of his Amazon best-selling book.



MARKETING

HOW I USE AI IN MY DEALERSHIP

MARK FUERBACHER, UNIVERSAL IMPORTS, ROCHESTER, NEW YORK; JOHN PARSONS, 865 AUTOS, LLC, CLINTON, TENNESSEE

AI is transforming automotive retail and operations, helping dealers streamline processes, improve customer engagement and increase profitability. In this fireside chat, two experienced dealers will share how they leveraged AI in their businesses from marketing automation and predictive analytics to inventory management and sales optimization. Learn about the latest tools and practical insights and strategies to implement AI in your dealership.

