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AUGUST 4-7, 2022  
MYRTLE BEACH, SC



**Luke Godwin**

3rd generation car dealer,  
CIADA Past President, Certified  
Master Dealer, and the 2016  
recipient of CIADA's Quality  
Dealer of the Year.



**Lyamen Savy**

CEO and founder of 321 Ignition,  
a well-known industry leader with  
a long track record of marketing  
breakthroughs.



**Tracy Myers**

Certified Master Dealer, CIADA  
Past President, Quality Dealer of  
the Year Award winner, and  
Co-founder of Unfair Advantage  
Automotive Mastermind Group.