



SPRING MEMBERSHIP MEETING

Join us for industry updates, legal insights, and AI's future for dealerships.

MADA's James Fackler and association president George Sharpe, Jr. invite you to this annual membership event. Topics include **ASSOCIATION UPDATES** and plans for the year, plus recent **LEGAL ISSUES** affecting dealership operations, new and pending **REGULATORY CHANGES** impacting Michigan vehicle dealers, and current **ADVOCACY EFFORTS** specific to our industry.



KEYNOTE: Todd Smith, Founder and CEO of QoreAI

*The Intelligent Dealership:
A New Operating System for the Modern Dealer*

AI is not another tool category. It is a shift in how dealerships operate.

In this executive session, Todd Smith, author of "The Intelligent Dealership," will walk attendees through an operational model built around Decision Intelligence, not dashboards.

Most stores are busy. Few are aligned. Managers are acting as the integration layer between disconnected systems. And while vendors are selling chatbots and automation features, the real opportunity is elsewhere.

This session is not about buying another AI tool. It is about moving from rearview-mirror reporting to real-time prediction, understanding the difference between "licensed intelligence" and owned intelligence, building an AI layer above your DMS and CRM without replacing them, and protecting control of your data before AI infrastructure locks it in elsewhere.

ATTENDEES WILL LEAVE WITH:

- A 90-day starting framework for building decision intelligence
- The Intelligence Ownership Test: a practical tool for evaluating AI vendors
- Clear guardrails on what AI can and cannot fix in a dealership
- A roadmap to move from software overload to decision intelligence
- Understanding of the 24-month window that separates early movers from everyone else

This is not a five-year concept. The stores that deploy intelligence early will not just improve performance. They will compound it.

LOCATION

May 19: Eagle Eye Banquet Ctr
15500 Chandler Rd.
Bath, MI 48808

SCHEDULE

- Check-in Opens - 11:30 AM
refreshments provided
- Lunch - 12:00 PM
- Legal/Regulatory - 12:45 PM
- Keynote - 1:30 PM
- Wrap Up - 3:00 PM

ELITE PARTNERS

Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association

REGISTRATION

Preregistration is required
Deadline: May 5, 2026

Thanks to sponsor support, this is a **free** program for members.

Scan to register online or complete details below.

ATTENDEE INFORMATION (please print)	
Dealership:	City:

Full Name	Email Address	Title
1.		
2.		