



# Annual Meeting

Wednesday, December 5, 2018

Kellogg Center, 219 S. Harrison Road in East Lansing

Please register by November 19

Activity Registration

Dealership		Industry sessions	Business meetings & lunch	Shawna Suckow Keynote	Networking reception
City	Phone				
Name	Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name	Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Email [news@michiganada.org](mailto:news@michiganada.org) | Fax (517) 351-3120 | Questions? Call (800) 292-1923

## Registration

This is a great event for dealers, general managers and sales managers. Thanks to the financial support of many generous sponsors, event registration is free for dealers and their guest. To attend, please complete and return a copy of this form. Advance registration is required.

The Annual Meeting provides valuable information targeted at dealers and key managers. We invite you to attend this complimentary event, which offers:

- A keynote session that will discuss consumer behavior and the influence of technology.
- Information about hiring to drive performance.
- Industry and state licensing updates.
- Networking reception.

## Hotel Reservations

Rooms at Kellogg Center are available for a MADA event rate of \$120.00++ per night when reserved by **Nov. 5, 2018.**

- Call (517) 884-8121 or go online to [www.kelloggcenter.com](http://www.kelloggcenter.com)
- Use Group Code "1812MIAUTO"

\* This is a tentative agenda \*

## Keynote Speaker



**Shawna Suckow -- Don't Become Extinct! Join the Sales Evolution (1:30 pm)**

Welcome to the era of Relationship Marketing! Consumers all over the world are evolving and changing, and American consumers are particularly different than they were just a few years ago. Following the recession, buyers changed how they behave, how they prefer you to connect with them, and how they make their buying decisions. The days of cold calling are over, and buyers don't respond to email anymore. They're using technology and procurement processes more and more to lock you out of their process. Is the traditional sales role dying? What's a salesperson supposed to do?

## Also Featuring

**Kevin Baumgart, Hireology -- Create a Strong Dealership Employment Brand (10:00 am)**



Many dealerships are also feeling pressure to hire people who can speak the same language as these new consumers. Kevin will provide best practices to leverage a strong employment brand with a consistent hiring process to drive higher performance, improved gross and ultimately a reduction in costs.

**Guest speaker -- Outdoor Lot Lighting 101 (11:00 am)**

Outdoor lighting is important - but it can be costly. How does your dealership handle adequate lighting for customers and night-time security, while also managing overhead?

**Board Meeting, Annual Meeting & Lunch (11:45 am)**



**James Fackler, Michigan Department of State -- Upcoming SOS changes (12:30 pm)**

The Secretary of State's office is planning some changes that will affect dealership processes. Get details about the updates you will need to know.

**Networking reception (3:30 pm)**

This year's keynote speaker is made possible through support from the following companies. Thank you!

### Diamond Sponsors:

