

# 2014 EVENT GUIDE



## *Presidents Club* DrivingSales

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### **Exclusive e-Dealer.ca Invite**

*Special registration process on page 3*

*The DrivingSales Presidents Club is a private meeting exclusively for forward-thinking Presidents, CEO's and Dealer Principals in the retail automotive industry. This annual meeting is focused on emerging trends in managing the three most important assets to running a dealership: one's Brand, Capital and People.*

**e-DEALER.CA**  
Experts in Internet Car Sales

YOUR CAPITAL ~ YOUR PEOPLE ~ YOUR BRAND

## The DrivingSales Presidents Club

The DrivingSales Presidents Club is a private meeting exclusively for forward thinking Presidents, CEO's and Dealer Principals in the retail automotive industry. This annual meeting is focused on emerging trends in managing the three most important assets to running a dealership: one's Brand, Capital and People.

*e-Dealer.ca* has arranged a special discount for its Dealer Principals and GMs to participate at a reduced rate. Seating is limited, so **reserve your seat quickly** to ensure your participation.



Special pricing for  
*e-Dealer.ca* dealers with  
code "E DEALERDD"

## ~ F.A.Q. ~

### When and where is the event?

The event will be held April 16th at the Grand Hyatt New York.

### Who should attend?

The meeting is for Dealer Principals, General Managers, and their guests. Dealership managers such as Marketing Managers, Sales Managers, etc. are welcome as guests of their Dealer Principal and GM.

### Will I meet Gary V?

Yes, the event will have few attendees, and Gary has agreed to stay after to sign books and mingle with the Dealers in attendance.

### What topics will be covered?

The meeting will focus on the three most important assets in running a dealership: your capital, your brand and your people.

### What is the attire?

The dress code for the Presidents Club will be business casual.

## FEATURED SPEAKERS FOR 2014

See the full line-up online at  
[DrivingSalesPresidentsClub.com](http://DrivingSalesPresidentsClub.com)



### Build Your Dealership Brand With Clarity In This Noisy World

GARY VAYNERCHUK  
*Best-Selling Author, Entrepreneur*

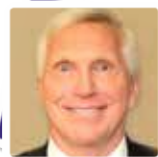
Gary will discuss several case studies from his latest best-selling book, *Jab, Jab, Jab, Right Hook*. He'll look at the way clear campaigns have punched through the noise and caused many brands to grow. Learn how to do the same for your business from one of the great marketing minds of today.



### Buying Or Selling A Dealership? Know These Important Trends

ERIN KERRIGAN  
*Managing Director & Co-Head, Presidio Automotive*

The dealership buy/sell market is very active. Some of the key drivers include the credit markets, dealership profitability, supply and demand, blue sky values and the expected growth in new car sales. Erin will look at these activities, a buyer's return on investment expectations, and how those expectations determine what they are willing to pay for a dealership and its real estate.



### Preparing Your Store For The Economic Pressures Of 2014

JON LANCASTER  
*Managing Director, Lancaster Investments, LLC*

Jon Lancaster is recognized as a highly successful, innovative and knowledgeable executive and entrepreneur, who will look at financial trends affecting dealership operations.



### Leadership Skills Necessary Implementing A Strategy Of Innovation

JAY RAO  
*Professor of Tech., Ops., & Info. Management, Babson College*

Dealer owners and operators must learn to approach the future and manage growth projects using an alternate method to the traditional analytical and predictive planning strategies.

## SUMMARY OF AGENDA

### TUESDAY

<i>Time</i>	<i>Event</i>
5:30pm - 7:00pm	Opening Reception

### WEDNESDAY

<i>Time</i>	<i>Event</i>
8:00am - 3:00pm	Registration
8:00am - 9:00am	Breakfast
9:10am - 9:45am	Dealership Team Development For Bottom-line Results – <i>Tony Caputo</i>
9:45am - 10:30am	Preparing Your Store For The Economic Pressures Of 2014 – <i>John Lancaster</i>
10:45am - 12:15pm	The Most Valuable Insight Competition
12:15pm - 1:15pm	Lunch
1:15pm - 1:45pm	Leadership Skills Necessary Implementing A Strategy Of Innovation – <i>Jay Rao</i>
1:55pm - 2:15pm	Exclusive Interview with Mark O’Neil
2:30pm - 3:10pm	Buying Or Selling A Dealership? Know These Important Trends – <i>Erin Kerrigan</i>
3:10pm - 4:00pm	Dealer Panel
4:00pm - 5:00pm	Build Your Dealership Brand With Clarity In This Noisy World – <i>Gary Vaynerchuk</i>
5:00pm - 6:30pm	Reception and Gary Vaynerchuk Book Signing

## RSVP Today

The DrivingSales Presidents Club is intimate and exclusive by design. The meeting only caters to a select number of progressive Dealer Principals and General Managers and has a feel more akin to a large 20 group than an industry trade show. To allow for active networking and to keep the intimate feel of the meeting, seating is extremely limited. Early registration is required to attend. We look forward to seeing you there.

Visit [DrivingSalesPresidentsClub.com/registration](http://DrivingSalesPresidentsClub.com/registration) to RSVP now!

## SPECIAL E-DEALER.CA REGISTRATION

e-Dealer.ca has arranged a special discount for its Dealer Principals and GMs to participate in the 2014 DrivingSales Presidents Club at a reduced rate. Please RSVP at [DrivingSalesPresidentsClub.com/registration](http://DrivingSalesPresidentsClub.com/registration) using code **EDEALERDD** or contact Mike Jeffs at [mike.jeffs@drivingsales.com](mailto:mike.jeffs@drivingsales.com).



## DrivingSales MOST VALUABLE INSIGHT

A popular Presidents Club exclusive is the The Most Valuable Insight competition. This friendly competition between industry research firms is designed to reveal and showcase never-before released data and insight that can improve dealership operations.

All applicants are prescreened for research methodology, impact on dealership operations and how actionable the findings are at the dealership level. The top 4 finalists are given stage time at the Presidents Club to showcase their research and how dealers can implement their findings to achieve measurable results.

The Most Valuable Insight insures that Presidents Club participants are exposed to never before seen, ground breaking studies that they can immediately implement at their dealership. This is another way that Presidents Club attendees assure that they remain at the tip of the industry spear.

## Contact Us

We understand that you might have questions about this unique and exclusive event, and we are happy to answer those questions.

### Mike Jeffs

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