

Please join us for the
2024 Connecticut Dealer Symposium
Tuesday May 21, 2024
DoubleTree Hotel
Bristol, Connecticut

Dealership Personnel Price:

1-4 Dealership Attendees - Single Tickets	\$125.00 per attendee
5 + Dealership Attendees - Group Ticket	\$425.00 unlimited attendees
Associate Member Price	\$175.00 per attendee
Non-Member Price	\$350.00 per attendee

Agenda:

8:00 AM – 1:30 PM	Registration
8:00 AM – 1:30 PM	Table Exhibits
8:00 AM – 10:00 AM	Breakfast Buffet
8:00 AM – 1:15 PM	3 Workshops
1:30 PM – 3:30 PM	CARA Membership Luncheon
	- 2024 Franchise Issues/Actions – Atty. Kirby Bissell of Bass Sox Mercer
	- Consumer Issues – Atty. Jonathan Kaplan, Pullman & Comley
	- Keynote by Industry Expert Glenn Mercer

As a continued member benefit, CARA and your Sponsors subsidize the Annual Symposium and bring you this local opportunity to attend - and to send your staff - to these exceptional national educational seminars.

You can design your own day by selecting whichever activities you'd like – *all for one price!*

With timely and informative subjects now is the moment to take full advantage of all your membership affords you and join us for this Annual Event!

WE'LL SEE YOU THERE!

2024 Connecticut Dealer Symposium

Sessions At A Glance . . .

9:00 AM – 10:00 AM

7 Ways to Prevent Cyber-Criminals from Sabotaging Your Hard-Won Growth

Presenter: Kevin McAdam, Chief Revenue Office, One Step Secure IT

The last several years have been very good for many dealerships and cyber criminals have taken notice, attacking dealerships because they are easier targets than larger businesses.

Are you aware of the alarming stats?

- Dealerships experience an average of 16 days of downtime after a ransomware attack.
- An average ransom payout of \$228,125
- 84% of customers say they would not buy another vehicle from a dealership if a breach compromised their data.

Kevin's presentation will unveil actionable steps for preventing cyber-related theft and fraud, ensuring compliance with FTC regulations on data security and customer privacy. You'll also learn how to accurately assess your dealership's risk of falling victim to an attack, empowering you to take proactive measures.

Who should attend? Principal, CEO, GM, Controller, IT Director

10:15 AM – 11:30 AM

Five Ways to Serve Your Dealership's Underserved Population . . . Your Middle Managers

Presenter: Bill Napolitano, Proactive Leadership Group

Soft skills, often overlooked, play a pivotal role in the success of any managerial role. They are the glue that binds hard skills together, fostering an environment of collaboration and effective communication.

Among the myriad challenges faced by middle managers, a recurrent theme emerges – grappling with issues related to soft skills like navigating the intricacies of interpersonal relationships, effective communication, and team cohesion. These are the very skills that define Emerging Leaders and are integral to their success trajectory.

This session will give you **5 sure ways** to empower your middle managers and unlock their potential in your dealership!

Who should attend: Principal, GM, Controller, Upper Management

12:00 PM – 1:00 PM

AI and Automation in Dealerships.

Presenters: **Rey Goicochea - Digital Growth Director, CLA**
Benjamin Rackley II, CPA - Director, Data Analytics
Gregory Chambers - Manager, Data Solutions

Dealers are embracing automation to improve profitability, but keeping humans front and center. We'll dive into how other dealers are automating finance processes and some best practices to consider.

- Artificial Intelligence in the dealership. What is hype and what is reality.
- Accounting automation and where to begin.
- AI for Internal Audit. Benefits and Risks.
- How to upskill your team with AI

Who should attend? Principal, GM, Controller, CFO

MEMBERSHIP LUNCHEON

1:30 PM – 3:30 PM

CARA Membership Luncheon

Attorney Kirby Bissell of Bass Sox Mercer gives CARA members a brief update on manufacturer actions and current franchise issues.

Attorney Jonathan Kaplan of Pullman & Comley LLC will apprise us of current actions against dealers that he is seeing from consumers and their lawyers.

Keynote: Auto Industry Researcher Glenn Mercer

Eight years ago, NADA commissioned Mr. Mercer to assemble viewpoints on the future of the American car dealership, from a wide range of experts, including large and small dealers, OEMs, CPAs, vendors, and more. The goal was to provide dealers with a view of the future that could aid them in their own strategic planning process. The report has been steadily updated ever since, and includes topics such as ownership consolidation, profitability trends, electric vehicles, and much more.

Glenn Mercer is back to present his most recent industry update to Connecticut's new car dealers. ***The New Car Dealership: Past, Present and Future Update!***

Don't miss this presentation!

We are very excited about this year's program!

The format lends itself to a streamlined event designed to get you the information you need efficiently while giving ample time for explanation and education and networking with your fellow industry members!

Look for in-depth details on the Exhibitors, Presenters and Workshops over the coming days! We hope you will take advantage of your membership by registering today!

We look forward to seeing you there!

THANK YOU TO OUR SPONSORS

COMPLYAUTO



2024 Connecticut Dealer Symposium

DoubleTree Hotel, 42 Century Drive, Bristol, Connecticut

Attendee (make copies for additional) _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Extension _____

Email For Confirmation and Directions: _____

Fee: _____ \$125.00 Single Ticket for 1-4 Dealership Personnel Attendees

_____ \$425.00 Unlimited Ticket for 5 or more Dealership Personnel Attendees
(Please see enclosed unlimited ticket detail sheet when selecting this option)

_____ \$175.00 Associate Member Single Ticket

_____ \$350.00 Non-Member Ticket

Please select all the functions you will be attending:

_____ 8:00 AM – 10:00 AM Networking Breakfast Buffet and Exhibit Tables

_____ 9:00 AM – 10:00 AM **Principal/CEO/GM/Controller/IT:** Cyber-Criminals

_____ 10:15 AM – 11:30 AM **Principal/GM/HR/Controller/Management:** 5 Ways to Empower Your Middle Managers

_____ 12:00 PM – 1:15 PM **Principal/GM/Controller:** AI and Automation in the Dealership

_____ 1:30 PM – 3:30 PM **CARA Membership Luncheon:** Attorney Kirby Bissell, Attorney Jonathan Kaplan, Industry Expert Glenn Mercer

Meal Choice:

_____ Chicken Piccata _____ Flat Iron Steak with Mushrooms _____ Ratatouille Roll-Ups

Food Allergies:
