



NADA U Seeks Workshop Proposals for 2014 NADA and ATD Conventions

Presenters Will Cover Wide Range of Key Topics in Sessions Attended by Thousands of Car and Truck Dealers, Other Auto Industry Professionals

McLean, Va (April 30, 2013) – NADA University is seeking proposals for workshops on key car and truck industry topics for next year’s National Automobile Dealers Association (NADA) and American Truck Dealers (ATD) conventions, which will be held simultaneously, January 24-27, 2014, in New Orleans, La.

Presenters will be addressing thousands of car and truck dealers, as well as other auto industry professionals, to learn about strategies for growth. Workshops at the 2013 NADA and ATD conventions drew more than 17,000 attendees.

“This is by far the top opportunity in our industry to share creative strategies and real solutions for success before such a large group of auto retail professionals, all eager to learn how to gain a competitive edge,” said Kenneth C. Vance, chairperson of NADA’s Dealership Operations Committee and a new-car dealer in Eau Claire, Wisconsin.

“The workshops at our 2013 conventions received rave reviews from attendees, who tell us they’re already excited about next year’s sessions and the opportunity to learn more from the best trainers in the business,” Vance added.

The workshop program will cover all facets of the dealership business through a variety of tracks tailored to key operational areas.

In 2013, the tracks for NADA included: Executive Leadership; Legal and Regulatory; Managing Your Resources; Parts and Accessories; Sales, Leasing and Finance; Internet Solutions; and Service and Body Shop.

The tracks for ATD included: Executive Leadership; Managing Your Resources; and Medium-Duty.

Each proposal should include a title, synopsis, learning objectives, presentation format and 60-second video clip covering the main focus. The deadline to submit a workshop proposal is Friday, May 10, 5 pm EDT. The selection committee will meet on June 16-17 to review the proposals. Those who submit proposals will be notified by July 22.

In 2013, 161 NADA and 18 ATD workshop proposals were submitted, with a total of 87 speakers selected to conduct 60 different workshops for 159 sessions.

To submit a workshop proposal for either convention, including a video clip, click here for instructions (*hyperlink to:*

<http://www.nadaconventionandexpo.org/nada2014/Public/Content.aspx?ID=6316&sortMenu=105000>).

Candidates are encouraged to carefully review the instructions to ensure submissions are complete and can be properly considered.

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ABOUT NADA UNIVERSITY:

NADA University, the education and training arm of the National Automobile Dealers Association (NADA) and American Truck Dealers (ATD), equips dealer members and automotive professionals to enhance business performance in a complex and ever-changing industry.

Leveraging the expert resources of NADA and ATD, NADA University encompasses four “automotive centers of excellence” that complement each other, including:

ACADEMY – Leadership development programs for current and future dealership operators and automotive entrepreneurs including general managers, controllers, successor candidates, and department managers. Academy is the industry’s gold standard for learning and leading dealership operations.

LEARNING HUB – Available through **NADA University Online**, this comprehensive suite of subscription programs trains automotive staff in key business functions focused on business management, legal compliance, customer relations, human resources, Internet and marketing, and fixed and variable operations. Employees and managers train at their convenience and pace.

20 GROUP – Consultant-led performance improvement fueled by a group of non-competing peers eager to share their experience and learn from yours. NADA 20 Groups are a cut above with the best-in-class online financial composite and programs tailored for executives and managers, including the all-new Internet Group with an industry-first Internet composite.

RESOURCE TOOLBOX – Valuable member benefits, including *Driven* management guide publications, MarketINSIGHT webinars, NADA*Perks* monthly tips and tools, *Snow's Quick Tips* monthly how-to's for better communication, and key market data – all complimentary resources you'll find only at **NADA University Online**. Annual Dealership Workforce Study *Basic*, *Enhanced*, and *Industry Reports* are also accessible in the Training Center section for Dealer/Executives.

NADA University equips dealers and their teams to get results – with the right knowledge, information, coaching, and resources to develop both skills and confidence. Visit www.NADAUniversity.com for more details.

For more information on all of NADA University's training and educational programs, visit: www.NADAUniversity.com or call (800) 557-6232.

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