



**THE WESTIN**  
 HILTON HEAD ISLAND  
 RESORT & SPA

**72<sup>nd</sup> Annual Convention**

**June 18 - 21, 2018**

**Registration Now Open**



Join your fellow KADA members for the business sessions on Tuesday and Wednesday as well as the many networking opportunities that are offered. You and your family will enjoy the beautiful beaches, golf of Hilton Head Island and numerous other activities the Island has to offer.

On Tuesday night join your fellow KADA members for dinner and dancing with the sounds of Liquid Pleasure. The band will entertain you with their mesmerizing choreography, horn section with a wide variety of music from top 40, oldies to jazz and funk.



On Thursday join in on the KADA Golf Scramble at the Port Royal Golf Club on the Barony Course designed by George W Cobb. It was one of the first courses on Hilton Head Island, where the holes may appear to be relatively open, but as you approach the newly resurfaced Bermuda greens, the greens are generous and protected by thick, rough and unforgiving bunkers, entitling the golfer to have good touch with mid to short range iron shots.



Or take part in a round trip tour to Savannah which includes a 90 minute tour exploring the famous historic squares of Savannah. Guests will journey through the Historic District and will ride along cobblestone paved streets beneath moss-draped oaks and experience the “Old South” with her stately mansions, beautiful squares, romantic riverfront abundance of artifacts. Enjoy a couple of hours for lunch and shopping at your own leisure.



and



**72<sup>nd</sup> Annual Convention**  
**June 18 - 21, 2018**



**Hilton Head Island, South Carolina**

## Schedule of Events

### *Tentative*

#### **MONDAY, JUNE 18**

3:00 p.m. – 6:00 p.m.

**Registration Desk Open**

Mitchelville

7:00 p.m. – 8:30 p.m.

**Chairman's Welcome Reception**

Ocean Front Deck

#### **TUESDAY, JUNE 19**

7:30 a.m.

**Hospitality Desk Open**

Savannah Foyer

7:30 a.m. – 8:30 a.m.

**Buffet Breakfast**

Calibogue

*Sponsored by Cox Automotive*

8:30 a.m.

**Business Session**

Danner

*Kim Huffman, Convention Chair*

*Jim Reynolds, KADA Chairman*

9:00 a.m.

**Google Dealer Playbook . . . with a Twist**

Danner

*Travis Hafer, Account Manager, Naked Lime*

*Tim Mueller, Automotive Retail Strategist, Google*

10:00 a.m.

**Break** (10 Minutes)

10:10 a.m.

**Gold Sponsor:** Cox Automotive

Danner

10:25 a.m.

**Build Your Human Capitol Playbook to Win Your Market**

Danner

*??, Hireology*

6:30 p.m. - 10:00 p.m.

**Cocktails & Casual Dinner & Dancing**

Calibogue

#### **WEDNESDAY, JUNE 20**

7:30 a.m.

**Hospitality Desk Open**

Savannah Foyer

7:30 a.m. – 8:30 a.m.

**Buffet Breakfast**

Calibogue

8:30 a.m.

**Business Session**

Danner

*Kim Huffman, Convention Chair*

*Jim Reynolds, KADA Chairman*

*Dan Renshaw, NADA Director*

9:15 a.m.

**Dealership of Tomorrow 2025**

Danner

*Glenn Mercer*

10:15 a.m.

**Break** (10 Minutes)

10:25 a.m.

**Business Session**

Danner

*Larry Dorfman, Chairman & CEO of APCO/EasyCare*

#### **THURSDAY, JUNE 21**

7:00 a.m.

**Continental Breakfast for Golfer's Only**

Port Royal Golf Club

8:12 a.m.

**Golf Scramble** (*optional activity*)

Barony Course

10:00 a.m. – 4:00 p.m.

**Savannah Trolley Tour** (*optional activity*)

7:00 p.m. – 9:00 p.m.

**Cocktails & Farewell Dinner**

Grand Ocean Terrace



# Registration Form

# 2018 Annual Convention June 18-21, 2018 The Westin Resort & Spa- Hilton Head Island, SC

**DEADLINE FOR RESERVATIONS AND  
PAYMENT DUE BY: MAY 25, 2018**

Please Print and complete one Registration form per family

<b>Member Name:</b> (Last Name, First Name)		
<b>Dealership/Business:</b>		
<b>Address</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Email:</b>	<b>Phone:</b>	
<b>Spouse/Guest:</b>		
<b>Children/Age:</b>	<b>Children/Age:</b>	
<b>Children/Age:</b>	<b>Children/Age:</b>	

### Return Completed Form To:

KADA, Attn: Leslie Wilson, CMP  
Fax: 502-695-5790  
Email: [lwilson@kyada.com](mailto:lwilson@kyada.com)  
Mail: 152 Consumer Lane  
Frankfort, KY 40601

### CONVENTION FEES:

Includes: Registration, Welcome Reception, 2 Breakfast Buffets, 2 Receptions prior to dinner, and 2 Dinners, Plus Entertainment.

- # \_\_\_\_ **\$1500** Dealership Personnel or Allied Member & Spouse/Guest
  - # \_\_\_\_ **\$750** Dealership Personnel or Allied Member ONLY
  - # \_\_\_\_ **\$0** Children 5 & Under
  - # \_\_\_\_ **\$200** Children 6-12
  - # \_\_\_\_ **\$300** Children 13-20
- \$\_\_\_\_\_ **Total Due**

### ACTIVITIES:

- Golf Scramble** - Thursday, June 21<sup>st</sup>  
**Course:** Port Royal Golf Club - Barony
  - # \_\_\_\_ **\$200 per person**  
Name #1 \_\_\_\_\_ Handicap \_\_\_\_  
Name #2 \_\_\_\_\_ Handicap \_\_\_\_
  - Club Rentals:**  
# \_\_\_\_ \$ 49.00 per person  
    \_\_\_ Left Hand or \_\_\_ Right Hand
  - Savannah Trolley Tour**- Thursday, June 21<sup>st</sup>
  - # \_\_\_\_ **\$270 per person**  
**Includes:** Round trip transportation to Savannah, Trolley Tour and leisure for lunch and shopping.
- \$\_\_\_\_\_ **Total Due**

### HOTEL RESERVATIONS:

**Please click** the following link below to book your room **Directly** with The Westin Resort & Spa:  
<https://www.starwoodmeeting.com/Book/KF17AA>  
\* A \$22 resort fee/night will be added to your room  
\* All rooms are based on availability  
**Reservation cutoff date:  
May 25, 2018**

### SLEEPING ROOMS:

*Room Types*  
Island View Room \$229.00  
Resort View Room \$269.00  
Ocean View Room \$289.00  
Grand Ocean View \$329.00

### PAYMENT INFORMATION:

**Total Amount Due** (including all activities) \$ \_\_\_\_\_

- Invoice Full Amount**
- Full Amount Paid**
- Check Enclosed** (Made payable to KADA) **OR**  **Visa**  **MasterCard**  **American Express**  **Discover**

**Account #** \_\_\_\_\_ **Exp:** \_\_\_\_\_

**Billing Name:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**I HAVE READ AND UNDERSTAND THE PAYMENT AND CANCELLATION POLICIES.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

If you have special needs, please attach a separate letter.

**CANCELLATION POLIDCY** -Refunds of the convention fee (minus \$50 per person for processing fees) are available at any time up to May 25, 2018. No convention fee refunds will be given after that time. Hotel room reservations are subject to The Westin's Resort & Spa cancellation policy of seven days prior to arrival to avoid a penalty fee.