

Karen **Uriarte**

*AutoSuccess is proud to be working with Dealer Synergy and The Dubis Group to present the 2008 Synergy Sessions. We asked Karen Uriarte of Dealer Synergy to tell us about speakers who will be appearing, along with updates for this must-see event.*

Things are really ramping up — exciting things are happening for this year's Synergy Session. It is going to be *amazing*. We just locked in the location for the VIP party: It's going to be at the legendary House of Blues! We are going to have open bar, food and an awesome live band. We are really working hard to make this event off the charts. Here are the speakers that are going to be attending:

We have **D.J. Harrington** who is a certified public speaker. He's also known as the CAR-Diologist and is a nationally recognized trainer and motivational speaker. D.J. has been the keynote speaker at events that held thousands and thousands of people. *You do not* want to miss him.

**Charlie Vogelheim**, the vice president of JD Power and Associates, will also be speaking, as well as moderating a panel of dealer experts. On the panel will be **Bill Finocchario**, dealer principal of Peruzzi Toyota, Bill has a tremendously successful Internet department that went from 30 units a month to more than 107. **Dave Metter**, the chief marketing officer of the MileOne group, will also be on the panel. MileOne has more than 65 dealerships in their group. MileOne has one of the most amazing programs for e-commerce on the planet. **Ed Naczi**, director of business development at Herb Chambers will be on the panel, sharing his powerful formula for success, which consists of learning from his past experience in the business world, implementing a rigorous employee-training program, and maintaining a steadfast faith in process, process, process.

The panel will also include **Lindsey Toscano** of Nelson Mazda. Lindsey has achieved national recognition for taking her Internet department from seven units a month to more than 80. She was on the cover of *Digital Dealer* magazine, and has received the "Most improved dealership"

# 2008 Synergy Sessions Update

award from the Association of Automotive Internet Sales Professionals (AAISP). **Jeff Kershner**, president of DealerRefresh will also be on the panel. Jeff has by far one of the most popular blogs in the automotive sales industry at [www.DealerRefresh.com](http://www.DealerRefresh.com). Thousands of automotive professionals visit Jeff's blog daily. He will bring a very unique perspective to the panel.

*We are as excited as all of the dealers who are calling us to sign up. This year is going to be the biggest year ever. We are expecting hundreds and hundreds of dealers to attend, and we are well on our way.*

But wait — there's more.

We have senior executives from:

- Dealer.com
- CarsDirect.com
- TK Carsites
- AutoTrader.com
- Royal Administration
- BZ Results
- HomeNet
- vAuto
- @utoRevenue
- Skoots.com
- Dealix
- Dealer Synergy
- Franklin Covey

Let me elaborate on those last two: The Franklin Covey organization will be working with **Sean V. Bradley** to co-create the first ever workshop / presentation of Dr. Stephen Covey's Seven Habits of Highly Effective People for the automotive industry. There are more than 15 million copies of that book in print, and arguably it is the most influential business book of our time. **DeVerl Austin**

from Franklin Covey and Sean V. Bradley are going to create the "Seven Habits of Highly Effective Online Dealerships." This truly is going to be amazing to watch. The whole event has been methodically planned out by Dealer Synergy, *AutoSuccess* and The Dubis Group.

For all of you who don't know **Mark Dubis**, let me tell you — he is one of the most "best kept secrets" of our industry. Mark is the former editor of *Digital Dealer* magazine, and was also one of the architects of the AAISP, what now is known as the Digital Dealer Conferences. Mark has worked with many of the major automotive magazines and media to create newsletters, blogs and some of the best trade shows in our industry. This is Mark's third year co-creating the "Synergy Sessions."

I have to tell you that we are so proud of what we are putting together. We are as excited as all of the dealers who are calling us to sign up. This year is going to be the biggest year ever. We are expecting hundreds and hundreds of dealers to attend, and we are well on our way. So please sign up soon, before the event sells out. We only do this once a year!

Multimedia, video production, industry experts, dealer experts, synergy, networking, excitement, prizes, giveaways, FUN, education, information, motivations, passion, energy, inspiration, senior executives, gurus, leaders, founders, dealer groups, some of the largest dealerships in the world, the prestigious W hotel, VIP party, House of Blues, live band, food, breakfast, lunch, open bar, limos.... All I can say is, from the bottom of my heart, you do not want to miss this event. I can't wait to see you all in New Orleans!

For more information about the 2008 Synergy Session, or to sign up, please go to [www.synergysessions.com](http://www.synergysessions.com).

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