

Karen **Uriarte**

# Synergy Sessions 2008

*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 give us a brief explanation of the event.*

Well it's official: We have booked the 2008 Synergy Sessions at The W Hotel in beautiful New Orleans. This year's conference will be a two day event, held on Tuesday and Wednesday, May 13 and 14. This is the third annual Synergy Session. The first two were huge successes, bringing in hundreds of dealers from all over the United States. Some of the top dealerships and dealer groups in the country attended, such as:

- Norm Reeves Honda
- Longo Toyota
- Towbin Dodge
- Fred Beans
- Motor City GMC
- Nelson Mazda

On top of the amazing dealers that attended, we had the Who's Who of the automotive industry attend — CEOs, VPs, Founders, Technology Gurus and other trainers came to get some training. We even had Mazda North American in attendance, not to mention JD Power.

In the past we have had some of the biggest names in the industry as sponsors and speakers, including:

- Carsdirect
- Kelley Blue Book
- Dealerskins
- @utoRevenue
- Interactive Financial
- Kaizen Multimedia
- Visible Customer
- Dealer Principal Magazine
- Automotive Digest

This year is going to be even better! Dealer Synergy and The Dubis Group have partnered up with *AutoSuccess* Magazine and have merged our Synergy Sessions with their *AutoSuccess* Best Practice Summits, and now we have truly created the best conference for the audience.

This year's event is going to be two days, and we are going to have some amazing speakers and sponsors such as:

- Kelley Blue Book
- Carfolks.com
- CarsDirect
- AutoTrader
- TK Carsites
- BZ Results
- Royal Administration
- Kaizen Multimedia
- vAuto
- DJ Harrington

And...Franklin Covey! Yes, *the* Franklin Covey organization will be there presenting at this year's Synergy Session. As a matter of fact, Sean V. Bradley, CEO and founder of Dealer Synergy, is working with the Covey team to create a special breakout session for the event! But this is only the beginning; we are still working hard to create the "ultimate" line-up of speakers for you all.

**Bottom line:  
This event  
is like NO  
OTHER.**

There will be three rooms: the general assembly room, the exhibitor room and the video production room. *AutoSuccess* will be there with the Kaizen Multi Media Video Production team and they will be interviewing dealers, executives, gurus and others, archiving this amazing event.

This event is NOT a time share. Each of the speakers, first of all, are senior executives, meaning a CEO, founder, owner, vice president etc. — NO bench warmers at this event. There will be ONLY the best of the very best! There will be an exhibitor hall filled with some amazing vendors, technology, ideas and strategies that will help make you and your dealership extremely successful. So don't worry about attending an event that is a time share pitch — we have all been to a so-called "training event" and all the speaker did was try to sell you something. That will NOT happen at this event. If you

are going to attend because you are looking for information, education, inspiration, motivation and a solid game plan, then this is the event for you. However, if you are also interested in attending to see what the most advanced technology and resources are, or to see the best of the best in the industry, this is also the event for you.

We want to show you our appreciation, because we know you can choose any event. On top of the all-star lineup of speakers, we are throwing a VIP Party, so you can mingle, network and enjoy New Orleans! Meet some of the top dealerships in the country or the CEOs of some of the top automotive vendors in the world.

Bottom line: This event is like NO OTHER. We have watched all of the other events take place. We've seen what works and what doesn't. We have asked our industry, polled the audience to see what they wanted and we have assembled the best of the best in our industry for the 2008 Synergy Sessions. There will education, information, multimedia, networking, breakout sessions, fun and excitement. This is not going to be a boring event.

It gets even better. The price for this amazing event is \$590.00, which is pretty inexpensive for all that we are providing, but as a special thank you to *AutoSuccess* and its readers, the price (with the *AutoSuccess* code AS0508) will be ONLY \$295.

We're not done yet: For the first five registrations. *AutoSuccess* will cover their registration. Meaning it will be 100 percent FREE! No strings attached, no gimmicks. We are expecting over 200 dealers to attend this year, and we are sure to sell out again. So, if I were you, I would register as soon as possible to ensure your spot.

For more information on speakers and sponsors for the 2008 Synergy Sessions, or to register online, please go to [www.synergysessions.com](http://www.synergysessions.com).

*Karen Uriarte is the vice president of business development for Dealer Synergy. She can be contacted at 866.698.8719, or by e-mail at [kuriarte@autosuccessonline.com](mailto:kuriarte@autosuccessonline.com).*