



2018
GADA CONVENTION
June 21-24, 2018 | Amelia Island, FL

EVENTS & ENTERTAINMENT

BUSINESS SESSION SPEAKERS



Jim Boldebook

CBC Automotive Marketing
Speaking Friday, June 22

Jim Boldebook is founder of Creative Broadcast Concepts (CBC) Automotive Marketing, an advertising/marketing agency working with some of America's most successful dealerships. He has been involved in the broadcasting, advertising and marketing fields for almost 50 years.

CBCads.com



Glenn Mercer

NADA
Speaking Saturday, June 23

Automotive industry analyst Glenn Mercer has three decades of experience, including over 20 years at McKinsey & Co., where, as a leader of the automotive practice, he participated in hundreds of client studies. When Mercer left McKinsey as a partner in 2006, he established his own independent advisory service. In addition to project-based work for investment firms, he has been an advisor to various industry entities, a board member for several automotive firms, an expert witness in automotive legal actions and a lecturer on automotive economics.



Richard Sox

Bass Sox Mercer
Speaking Saturday, June 23

Richard (Rich) Sox has 25 years of legal experience, and his primary area of practice is automobile franchise law. He provides counsel to dealers on their rights and obligations as related to manufacturers. Rich represents dealers in both manufacturer-sponsored and judicial mediation, state-mandated administrative proceedings in state and federal courts. He also assists clients in manufacturer facility and incentive programs, franchise realignment and upgrading dealer franchise laws. DealerLawyer.com

SPONSOR RECOGNITION



The GADA Convention would not be possible without the support of our sponsors. Dealers and guests are encouraged to visit sponsor exhibit booths, view sponsor companies' information in the Sponsor Book and go to the Sponsor Recognition event* to show sponsors your appreciation. Sponsors will be wearing sponsorship level ribbons on their name badges throughout the weekend- take a moment to say hello!

****Sponsor Recognition Event
Friday, June 22 (9:45-10:15 a.m.)***

THINGS TO DO

You will have plenty of time for fun throughout the weekend!

GOLF TOURNAMENT- Show off (or sharpen) your skills with other dealers and vendors. The tournament fills up fast, so don't delay in signing up!

HOTEL- The incredible Ritz-Carlton offers all amenities you can think of: pools, tennis, spa, beauty salon, fitness center, fine dining, fishing and water sports and much more.

CITY- There is plenty to see and do in Amelia Island. Tour the Historic District, visit a museum, zoo, state park, play mini golf, enjoy one of the many local restaurants... options are abundant! The Ritz-Carlton offers convenient evening shuttle service into downtown Fernandina Beach.

CHAIRMAN'S BANQUET- Always the conclusion of Convention festivities, the Chairman's Banquet is a chance to mingle with old and new friends and enjoy the night's entertainment!

SCHEDULE OF EVENTS

Wednesday, June 20

3:30-4:00pm

Workers' Comp Fund/GDIC Annual Meetings

Open to all Workers' Comp Fund members

4:00-6:00pm

Workers' Comp Board of Trustees Meeting

Workers' Comp Board only

Thursday, June 21

8:30-11:30am

Convention Registration Desk Open

9:30-9:45am

GADA/GADA Services Annual Meetings

Open to all GADA Members

9:45-11:30am

GADA Board of Directors Meeting

GADA Board only

6:15-6:45pm

Convention Registration Desk Open

6:30-9:00pm

Children's Programs

7:00-9:00pm

Welcome Reception with Exhibitors

Friday, June 22

8:30-9:30am

Breakfast with Exhibitors

9:45-10:15am

Sponsor Recognition Event

10:30-11:30am

Business Session

Jim Boldebook, *CBC Automotive Marketing*

12:30pm

Golf Tournament (*shotgun start*)

Saturday, June 23

8:30-11:30am

Business Sessions

Glenn Mercer, *NADA*

Rich Sox, *Bass Sox Mercer*

5:30-11:00pm

Children's Programs

6:00-7:00pm

Chairman's Reception

7:00-11:00pm

Chairman's Banquet

Sunday, June 24

Checkout & Departures

IMPORTANT!

Convention registration
deadline is MAY 4, 2018.

Please secure your Convention
registrations and guest room
reservations* **AS SOON AS POSSIBLE.**

**Reserve guest rooms directly
with hotel. See brochure
back cover for hotel information.*

LODGING

Ritz-Carlton Amelia Island



RESERVATIONS:

If lodging at the Ritz-Carlton Amelia Island, please reserve guest room(s) with hotel directly, online or by phone:

ONLINE: <https://aws.passkey.com/go/GADA2018>

PHONE: 866.763.2960*

**Mention "GADA Annual Meeting" to receive GADA's discounted group rates.*

ABOUT THE RITZ-CARLTON AMELIA ISLAND:

Enjoy luxurious oceanfront accommodations, world-class resort pools, championship golf, full-service spa, endless dining options and family-friendly activities during your stay. This is the perfect location to get away from the daily grind. Take advantage of the resort's many activities and services and enjoy an unforgettable weekend in beautiful, historic Amelia Island! For more information, visit RitzCarlton.com/AmeliaIsland.

GEORGIA AUTOMOBILE DEALERS ASSOCIATION

Serving Georgia's Franchised Automobile Dealers

QUESTIONS - CONTACT US: 770.432.1658 x229 or membership@gada.com