

DSAA International Conference  
Oklahoma City, OK  
October 27-30, 2019

Sunday, October 27, 2019

8:30am to 2 pm Board Meeting

2:30pm - 5 pm

***Pre-Conference Workshop: Ready, Set, Action***

Create video content for your school. Learn basic lighting, editing and scripting techniques for making promo and teaching videos. Presenters: Brett Fawcett, Bridget Johns and Jenny Turner with Defensive and Open Road Driving Schools

Registration: \$25 at <https://dsaa.org/Events>

6:30-8:30pm

**Opening Reception with Exhibitors**

Monday, October 28, 2019

8am - 9am Opening Breakfast - AAA

9:15-10:15am Keynote - Speaker – Cassie Augustine Jones - Agency Zero

***Transformers: Rise of the Brand***

An overall perspective of building brand and the importance of creating differentiation. I will later give second session that is designed as a workshop so that attendees can begin to assess or re-create their brand position, personality and promise.

10:15-10:30am **Exhibitor Time**

10:30 - 11:30am Darren Tessitore – The Hiring Academy

***How to hire the right person every time***

I will train owners on how to build a standardized interviewing and hiring process. I'll then walk them through basic techniques on how to properly interview and hire

11:30 - 12:30 pm Steve Jones - Drive Scout

***Are you ready to expand your driving school?***

Your current driving school is a success, so you're thinking about expansion and possibly opening one or two more locations. We'll discuss the four cornerstones of growth to ensure you're ready to expand. Develop a Leadership Team, Build a Scalable Infrastructure, Customer Research, Competitive Analysis

12:30 - 1:30pm – **Lunch with Exhibitors**

1:30 - 2:30 Cassie Augustine Jones - Agency Zero

***Brand Strength***

This presentation (part 2/continuation of the keynote) is a workshop designed to help owners strengthen their own brands.

2:30 - 3pm **PM break with Exhibitors**

3 - 4pm Prince Boparai

***Train like your business depends on it, because it does!***

A streamlined way to be sure new instructors are trained in a uniform manor ensuring instructors learn your techniques, policies, and procedures. When training is done effectively, your employee retention will go up saving you time and money. Your employees are the cornerstone of your business success! This course will focus primarily on your behind the wheel instructors.

4 - 5pm Lisa Robinson – NSC

***Our Driving Concern - Oklahoma Employer Traffic Safety Program - Your Key to Safety***

This session is for the owner, instructor, risk manager, safety trainer or hr professional to learn the importance of incorporating traffic safety with the safety culture. This session will expand your knowledge about "Our Driving Concern" and the resources the program provides. Best practices for creative teaching techniques will be discussed to help you build or enhance your company-wide traffic safety program.

**Social Event - Mazda**

5:45pm - Meet in Lobby

6pm - Private Charter Canal Cruise

7:15 pm Bricktown dinner

Tuesday – October 29, 2019

9 - 10am Mike Keesee –AAA

***How To Drive, new techniques and exercises***

10:00-10:15am **Exhibitor Time**

10:15-10:45am Kyle Stevens – OKDoT

***Step into the future with multimodal Transportation***

A better understanding of new technologies that drivers will see on the roads to help pedestrian safety.

10:45-11:30 am **Exhibitor Time**

11:30 - 12:30pm Betsey Kulakowski – OKSC

***Principles of Emergency Management to Emergencies on the Road***

This presentation will use the Four Phases of Emergency Management to address road side emergencies, such as vehicle failures, collisions, fuel issues, etc.

**Lunch with Exhibitors** 12:30- 1:30pm

1:30 - 2:30pm Darren Tessitore

***How to educate students on the dangers of drugs.***

Free, effective Drug Education curriculum for driver education.

2:30 - 3pm **PM break with Exhibitors**

3:00 - 4:00 pm Ryan Rosa – Union Pacific Railroad

***UP CARES - Union Pacific Crossing Accident Reduction Education & Safety***

One of the most important take away's from this presentation will be the blue Emergency Notification Sign (ENS). Each crossing in the US will have 2 signs which have the DOT number designated for that particular crossing, a 1800 number, and which railroad owns that portion of track. What to do in the event of an incident or emergency on the track. Basic knowledge of railroad signs and laws.

4 - 5pm Regional Meetings

Wednesday – October 30, 2019

9 - 10:30 am

**"How do you do it?"** Round Table Discussions

1. Parking maneuvers
2. Alcohol lesson
3. Road Rage lesson
4. Video Production Class - Premiere videos created during the conference.
5. A train the trainer workshop on how to teach students special maneuvers. In part one, we will share ideas on how to best teach special maneuvers and learn from each other. Participants will hear each other's tried and true methods for relaying this information to students.

10:30 - noon Nina Saint, ANSTSE Vice Chair

**The Eyes Have It: ANSTSE Teacher Training Materials**

The "Eyes" Have It: Instructor Training Materials. Vision plays an integral role within the driving task including a person central vision, distance vision, night vision, color vision, depth perception and an individual field of vision. Approximately, 90% of the information gathered from the traffic scene is based upon our vision. This presentation will cover instructor techniques and strategies for ensuring that the driver is looking, seeing and properly reacting to what is around them in the traffic scene. Content for this presentation is from many sources including DSAA's Beginner Driver Education and Training Curriculum Content Standards and ANSTSE's Instructor Training Materials.