

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 - Video Production for 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.

10:15-10:45am **Exhibitor Time**

10:45 - 11:45am 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

11:45 - 12:15pm – Steve Jones

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

12:15 - 1:15pm **Lunch with Exhibitors**

1:15 - 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

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

1. Parking maneuvers
2. Alcohol lesson
3. Road Rage lesson
4. Video Production Class - Premiere videos created during the conference.
5. A two part 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 others tried and true methods for relaying this information to students. Part two will done outside, in the parking lot, and be taught hands on in the car. Participants will take turns in the car learning training techniques for parallel parking, straight reverse, parking in/out, and pulling over.

10:30 - noon Nina Saint

The Eyes Have It: ANSTSE Teacher Training Materials