



**Driving School  
Association  
of the Americas**

**2022 Annual Convention  
Boca Raton, Florida  
Preliminary Agenda**

Wednesday, October 12, 2022	
8:30 am to 2 pm	DSAA Board Meeting
3 pm – 6 pm	Registration
3 pm – 3:30 pm	Exhibitor Orientation
3:30 pm – 6 pm	Exhibitor Set Up
6 pm – 6:30 pm	New Attendee Orientation
6:30 pm – 8 pm	Opening Reception With Exhibitors– All attendees welcome!
Thursday, October 13, 2022	
7 am	Breakfast in Breakfast Room
8 am – 5:30 pm	Exhibits Open
8:30 am – 9 am	Welcome and Opening Ceremony
9 am – 10:30 am	Improv U – Join this action-packed training to fuel your student engagement tank.
10:45 am – Noon	Rich Chidester, AAA National Office – Technology in the Classroom
Noon – 1pm	Lunch with Exhibitors
1 pm – 1:50 pm	Dr. Bill Van Tassel, AAA National Office – Virtual Reality goggles in Driver’s Ed
2 pm – 2:50 pm	Liz Madden, A+ Driving Academy – Learning activities for Virtual Learning
3 pm – 3:50 pm	Jacqueline Milani, NHTSA & Nina Saint, DSAA President – Utilizing Multicultural Education Practices in Driver’s Education
4 pm – 4:50 pm	Lynn Rogers, DSAA Western VP – Coaching drivers like you do with sports
6:30 pm – 9 pm	Social Event – Improv Show
Friday, October 14, 2022	
7 am – 9 am	Breakfast in Breakfast Room
7:30 am – 5:30 pm	Exhibits Open
9 am – 10 am	Cassie Augustine, Agency Zero – Re-Emerging from the Pandemic: How to stand out in a post-Covid world.
10:15 am – 11 am	Mike Keese, AAA National Office – Growing your business
11 am – 11:45 am	Prince Boparai, Teach Safe – Pricing Structures, how much should you be charging for your services?
Noon – 1pm	Lunch with Exhibitors
1 pm – 3 pm	Cassie Augustine – Workshop in Employee Retention: The result of communicating your values.
3:15 pm – 4 pm	Darren Tessitore, Thrive Management – How to get more online reviews.
4:15 pm – 5 pm	Sharon Fife, DSAA Past-President – Instructor training using ANSTSE’s training materials. Focus will be on BTW techniques.
6 pm	Cocktail hour
7pm	Awards Banquet
Saturday, October 15, 2022	
9 - Noon	Bud Chauncy and JC Fawcett, DSAA/ANSTSE – Advanced Driver Assistance Systems Seminar