



**Driving School
Association
of the Americas**

**2023 Annual Convention
Las Vegas, Nevada
50th Anniversary Agenda**

Tuesday, October 17, 2023	
8:30 am to Noon	DSAA Board Meeting – Savoy Room
3 pm – 6 pm	Registration – Registration El Dorado Foyer
3 pm – 3:30 pm	Exhibitor Orientation with Prince – El Dorado Ballroom
3:30 pm – 6 pm	Exhibitor Set Up – El Dorado Ballroom
6 pm – 6:30 pm	New Attendee Orientation – El Dorado Ballroom
6:30 pm – 8 pm	Opening Reception With Exhibitors– El Dorado Ballroom
Wednesday, October 18, 2023	
7 am	Breakfast – on your own
8 am – 5:30 pm	Exhibits Open – El Dorado Ballroom
Seminars held in the Savoy Room	
8:30 am – 9 am	Welcome and Opening Ceremony – Lynn Rogers, Hensel Leadership Award, Prince Boparai – Trio Ice Breaker
9 am – 9:50 am	Keynote Speaker: Jaqueline Milani NHTSA.
10:00 am – 10:50 am	Tiffani May – Transportation Equity NV Dept of Public Safety: Recognizing the trends in fatal crash disparities; Why an equitable approach is the solution.
10:50 – 11:10 am	Break with Exhibitors
11:10 – Noon	Joyce Kwok – Speakin’ My Language – Intersection of Culture with Driving
Noon – 1:30 pm	Lunch with Exhibitors – Introductions of Exhibitors, El Dorado Ballroom
1:30 pm – 2:20 pm	Dr. Deborah Kuhls Trauma Surgeon Researcher UNLV evidence-informed injury prevention, legislative and policy initiatives that can save lives and decrease injury in Nevada. Her team seeks to identify and examine the root cause of crashes, including associated behaviors and demographics to identify targeted interventions. Utilizing multiple databases including hospital data, we attempt to approximate the impact of traffic crashes on human life in terms of death, injury, healthcare resources and other outcomes.
2:30 pm – 3:30 pm	Jordan Daker, NvDOT: The Safe System Approach vs. Traditional Road Safety practices
3:30 pm – 5:30 pm	Exhibits Open
6:30 pm – 9 pm	Social Event – cityHUNT
Thursday, October 19, 2023	
7 am	Breakfast – on your own
7:45 am – 8: 20 am	Annual General Meeting – all members invited to attend in the Savoy Room
8 am – 5:30 pm	Exhibits Open – El Dorado Ballroom
8:30 am – 9:50 am	Prince Boparai, CEO Teach Safe: Success By Design
10:00 am – 10:50 am	Liz Madden, A+ Driving School: Using Classroom Technology for Activities and Evaluation. Implement Peardeck and Nearpod to increase engagement.
10:50 – 11:10 am	Break with Exhibitors
11:10 – Noon	Josh DeLosier, Speed Vegas – How to instruct from the right-seat, hire and train instructors
Noon – 1:30 pm	Lunch with Exhibitors – El Dorado Ballroom President’s and HB Vinson Awards
1:30 pm – 2:20 pm	Carrie Mae Nelson, Chief Strategy Officer at Booking Times:



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	Reduce your Stress and Save Money: SEO Hacks – Key Differentiators of a Successful Driving School
2:30 pm – 3:20 pm	Dr. Bill VanTassel, AAA Foundation – Vehicle Tech: Up and Coming, Performance Testing and the Latest Research
3:30 pm – 4:20 pm	Glen Taylor: NV Young Driver Program and NetZero
4:20 pm – 5:30 pm	Exhibits Open
6:30 pm – 9:30 pm	Fiesta Blanco – Margaritaville’s LandShark Lookout. Includes dinner and dancing with a steel drum band, please dress in all white attire.
Friday, October 20, 2023	
10 am – Noon	Speed Vegas – experience the thrill of driving a Maserati, Ferrari or Lamborghini (and write it off as an educational field trip/ business expense). Sign up to go with DSAA when you register for the conference. Limited spaces available. \$349