



2024 Annual Convention
Chattanooga, Tennessee
Agenda

Tuesday, November 5, 2024	
8:30 am to Noon	DSAA Board Meeting – Salon ABC
3 pm – 6 pm	Registration – Ballroom Pre-Function
3 pm – 3:30 pm	Exhibitor Orientation with Prince – Salon DEGF
3:30 pm – 6 pm	Exhibitor Set Up – Salon DEGF
6 pm – 6:30 pm	New Attendee Orientation – Salon DEGF
6:30 pm – 8 pm	Opening Reception with Exhibitors– Salon DEGF
Wednesday, November 6, 2024	
7 am	Breakfast – on your own
8 am – 5:30 pm	Exhibits Open – Salon DEGF
Seminars held in Salon ABC	
8:15 am – 8:25 am	Welcome– Goldy, DSAA President
8:30 am – 9:20 am	Michelle Atwell, NHTSA – Protecting Vulnerable Road Users The National Highway Traffic Safety Administration (NHTSA) has a comprehensive suite of programs and resources aimed at protecting vulnerable road users and enhancing driver education. By leveraging these resources and strategies, the driver education community can play a vital role in protecting vulnerable road users and promoting safer roadways for everyone.
9:30 am – 10:20 am	Josh Brown, TSBDC – Grow Your Business Intentionally . Growing a business requires more than just hard work. It demands strategic planning, consistent effort, and a clear vision. By breaking free from the distractions of daily operations, you can focus on setting and achieving meaningful goals.
10:20 – 10:50 am	Break with Exhibitors
10:50 – Noon	Victoria Nones, Teamficient – Leveraging Excellent Customer Service for Business Growth It's not just about resolving issues; it's about creating lasting relationships that drive growth. By prioritizing excellent customer service, you can build a strong reputation, increase customer loyalty, and drive business growth.
Noon – 1:30 pm	Lunch with Exhibitors – Introductions of Exhibitors, Salon DEGF
1:30 pm – 2:20 pm	Lynn Chesnutt, TSBDC – Leading Your Team (The Right Way) : Align your goals with intentionality about growing your business. Don't get distracted by working IN your business. Make progress by working ON your business. Includes actionable steps to get your business back on-track (or stay on track).
2:30 pm – 3:20 pm	Benny Malburg, Benny Hans – How AI will Change Your Driving School . Artificial intelligence (AI) is rapidly transforming various industries, and driver education is no exception. By embracing AI, driving schools can improve the quality of their education, enhance student safety, and increase operational efficiency.
3:30 pm – 4:20 pm	Melissa Guinn, Lookout Bookkeeping – Is Your Business Profitable? Unlocking the Power of Bookkeeping and Financial Reports Discover how to accurately track your business's financial health. Learn essential bookkeeping practices and how to interpret financial reports to make informed decisions and ensure long-term success.
4:20 pm – 5:30 pm	Exhibits Open



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6:15 pm – 8:30 pm	Social Event
Thursday, November 7, 2024	
7 am	Breakfast – on your own
8 am – 5:30 pm	Exhibits Open – Salon DEGF
8:30 am – 8:45 am	AGM
9:00 am – 9:50 am	Lucas Waldenback, Zutobi – Strategies for Motivating Students. We'll explore innovative digital methods, including gamification, to enhance student engagement, involve parents in fostering safe driving habits, assess effectiveness of videos and other multimedia materials into curricula, provide practical integration strategies for teachers and school owners as well as address the unique needs of occupational therapists in supporting clients with driving related challenges.
10:00 am – 10:50 am	Ryan Turner, Open Road Driving School – Upping Your Customer Experience Game Learn how to elevate your customer experience and drive student success with a few simple, effective strategies. By implementing them, you can differentiate yourself from the competition and create a more satisfying and rewarding learning experience for your students.
10:50 – 11:10 am	Break with Exhibitors
11:10 – Noon	Sandra Affare, PhD – Function Driven Teaching: How value methods and focusing on the function can improve teaching methods.
Noon – 1:30 pm	Lunch with Exhibitors – Salon DEGF President's and HB Vinson Awards
1:30 pm – 2:20 pm	Tom Antkow, Drive Safer – Issues of Aging: Physical, Functional Cognitive and Perceptual Skills. As the population ages, the number of older drivers on the road continues to increase. This rise presents unique challenges and opportunities for driver education programs. Understanding the physical, functional, cognitive, and perceptual changes associated with aging is crucial for developing effective remedial driver education programs.
2:30 pm – 3:20 pm	Johnathan Ehasani – Developments in Licensing Systems: Towards a Performance-Based System. Understand changes to the licensing and driver testing system over the last five years and what direction it may take in the next five years.
3:30 pm – 4:20 pm	Round Table Discussion: Enhancing Behind-the-Wheel Training Join us for a thought-provoking discussion on how to elevate behind-the-wheel training and ensure that students are well-prepared for the road. Topics to be discussed: <ul style="list-style-type: none"> • Emerging trends in driver education • Best practices for effective instruction • Challenges and solutions in teaching defensive driving • The role of technology in enhancing training • Strategies for promoting safe driving habits among young drivers Share your experiences, insights, and ideas as we work together to improve the quality of driver education.
4:20 pm – 5:30 pm	Exhibits Open
6:30 pm – 9:30 pm	Dinner Social



**CELEBRATING
50 YEARS**

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Friday, November 8, 2024	
9:00 am – 9:50 am	Lynn Rogers – Behind the Wheel Training: Competency-Based Method By adopting a competency-based approach, we can ensure that behind-the-wheel training is more effective, efficient, and focused on developing the essential skills needed for safe driving. This approach will empower students to become confident and responsible drivers, contributing to safer roads for all.
10:00 am – 10:50 am	
11:00 am – 11:50 am	

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