



2024 Annual Convention  
Chattanooga, Tennessee  
Agenda

Tuesday, November 5, 2024	
8:30 am to Noon	DSAA Board Meeting – Salon ABC
3 pm – 6 pm	<b>Registration – Ballroom Pre-Function</b>
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	<b>New Attendee Orientation</b> – 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	<b>Exhibits Open – Salon DEGF</b>
Seminars held in Salon ABC	
8:15 am – 8:25 am	Welcome– Goldy, DSAA President
8:30 am – 9:20 am	Michelle Atwell, NHTSA – <b>Protecting Vulnerable Road Users</b> 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 – <b>Grow Your Business Intentionally</b> . 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	<b>Break with Exhibitors</b>
10:50 – Noon	Andres Portilla, Teamficient – <b>Leveraging Excellent Customer Service for Business Growth</b> 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	<b>Lunch with Exhibitors</b> – Introductions of Exhibitors, Salon DEGF
1:30 pm – 2:20 pm	Lynn Chesnutt, TSBDC – <b>Leading Your Team (The Right Way)</b> : 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 – <b>How AI will Change Your Driving School</b> . 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	Johnothan Ehasani – <b>Developments in Licensing Systems: Towards a Performance-Based System</b> . 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.
4:20 pm – 5:30 pm	<b>Exhibits Open</b>
6:15 pm – 8:30 pm	<b>Social Event</b>



2024 Annual Convention  
 Chattanooga, Tennessee  
 Agenda

Thursday, November 7, 2024	
7 am	Breakfast – on your own
8 am – 5:30 pm	<b>Exhibits Open – Salon DEGF</b>
8:30 am – 8:45 am	AGM
9:00 am – 9:50 am	Lucas Waldenback, Zutobi – <b>Strategies for Motivating Students.</b> 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 – <b>Upping Your Customer Experience Game</b> 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	<b>Break with Exhibitors</b>
11:10 – Noon	Sandra Affare, PhD – <b>Function Driven Teaching:</b> How value methods and focusing on the function can improve teaching methods.
Noon – 1:30 pm	<b>Lunch with Exhibitors</b> – Salon DEGF President's and HB Vinson Awards
1:30 pm – 2:20 pm	Tom Antkow, Drive Safer – <b>Issues of Aging: Physical, Functional Cognitive and Perceptual Skills.</b> 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	Elizabeth Soles, ADED – <b>Novice Drivers with (Hidden) Disabilities.</b> Gain a deeper understanding of the unique challenges faced by novice drivers with intellectual and developmental disabilities. Learn how to identify key characteristics that may impact driving performance and discover effective strategies for classroom and on-the-road training. Explore potential driving and educational interventions, as well as resources like Certified Driver Rehabilitation Specialists and state-specific accommodations.
3:30 pm – 4:20 pm	<b>Round Table Discussion: Enhancing Behind-the-Wheel Training</b> 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. <b>Topics to be discussed:</b> <ul style="list-style-type: none"> <li>• <b>Emerging trends</b> in driver education</li> <li>• <b>Best practices</b> for effective instruction</li> <li>• <b>Challenges and solutions</b> in teaching defensive driving</li> <li>• <b>The role of technology</b> in enhancing training</li> <li>• <b>Strategies for promoting</b> safe driving habits among young drivers</li> </ul>



2024 Annual Convention  
Chattanooga, Tennessee  
Agenda

	Share your experiences, insights, and ideas as we work together to improve the quality of driver education.
4:20 pm – 5:30 pm	<b>Exhibits Open</b>
6:30 pm – 9:30 pm	<b>Dinner Social</b>
<b>Friday, November 8, 2024</b>	
9:00 am – 9:50 am	Lynn Rogers – <b>Behind the Wheel Training: Competency-Based Method</b> 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	Michael Carr & Mclean Ambrogio - <b>Drive Your Profits: A Masterclass in Optimizing Pricing and Costs for Driving Schools</b> Learn practical strategies to optimize pricing and manage costs effectively in your driving school. Through interactive exercises and real-world examples, you'll gain the tools to calculate your ideal per-student or per-lesson pricing and confidently adjust your rates for maximum profitability.
11:00 am – 11:50 am	

DRAFT