



2024 Annual Convention
 Chattanooga, Tennessee
 Agenda

Monday, November 4, 2024	
Pre-Conference no-host activity: Lookout Mountain	
<ul style="list-style-type: none"> • Rock City (seeRockCity.com – advance tickets online \$29) • Incline Railway (seeRockCity.com – advance tickets online \$20) • Ruby Falls (Rubyfalls.com – advance tickets only \$26.95) 	
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 DEFG
3:30 pm – 6 pm	Exhibitor Set Up – Salon DEFG
6 pm – 6:30 pm	New Attendee Orientation – Salon DEFG
6:30 pm – 8 pm	Opening Reception with Exhibitors– Salon DEFG
Wednesday, November 6, 2024	
7 am	Breakfast – on your own
8 am – 5:30 pm	Exhibits Open – Salon DEFG
Seminars held in Salon ABC	
8:15 am – 8:25 am	Welcome– Goldy, DSAA President
8:25 am – 8:40 am	Move Over Ted Talks: We’ve Got Prince Boparai! Ignite Your Inner Dynamo
8:40 am – 9:20 am	Keynote: 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
11:00 – 11:50 am	Andres Portilla, 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 DEFG
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.



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3:30 pm – 4:20 pm	Johnathan Ehsani, PhD – 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.
4:20 pm – 5:30 pm	Exhibits Open – Cinnamon Rolls
6:30 pm	Meet in Lobby to carpool or walk to social event.
7 pm – 9 pm	I’m Game Ages 21+ pinball, foosball, arcade games and eats with no-host bar
Thursday, November 7, 2024	
7 am	Breakfast – on your own
8 am – 5:30 pm	Exhibits Open – Salon DEFG
8:30 am – 8:45 am	Prince Boparai - Guided Meditation: Unplug and Chill Ever felt like your brain is running in a hamster wheel on overdrive? Join us for a guided meditation session. Let's see if we can turn your inner chaos into a serene Zen Garden. No yoga mats required, just your conference chair and an open mind (or at least one that's not completely closed off).
9:00 am – 9:50 am	Lucas Waldenback, Zutobi – Motivating Students and Enhancing Driver Safety Through Technology. We’ll explore innovative digital strategies for engaging today’s learners. This includes practical ways to integrate tech, like videos and simulations into driver’s education, as well as using gamification to boost motivation. Also included: personalized learning addresses individual needs, parental roles in fostering safe driving habits and actionable strategies for teachers and school owners to effectively implement these tools.
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 DEFG
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	Elizabeth Soles, ADED – Novice Drivers with (Hidden) Disabilities. 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.



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3:30 pm – 4:20 pm	<p>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.</p> <p>Topics to be discussed:</p> <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 <p>Share your experiences, insights, and ideas as we work together to improve the quality of driver education.</p>
4:20 pm – 5:30 pm	Exhibits Open
6:30 pm – 9:30 pm	Awards Dinner Social – Dress to impress and pack those dancing shoes!
Friday, November 8, 2024	
9:00 am – 9:50 am	<p>Michael Carr & Mclean Ambrogio - Drive Your Profits: A Masterclass in Optimizing Pricing and Costs for Driving Schools 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.</p>
10:00 am – 11:30 am	<p>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.</p>