



Sunday, October 26, 2025	
Pre-Conference no-host activity: TBD	
Monday, October 27, 2025	
8:30 am to Noon	DSAA Board Meeting – Santa Ana Room
3 pm – 6 pm	Registration – Foyer
3 pm – 3:30 pm	Exhibitor Orientation with Prince – Pacific Ballroom Laguna and La Jolla
3:30 pm – 6 pm	Exhibitor Set Up – Pacific Ballroom Laguna and La Jolla
6 pm – 6:30 pm	New Attendee Orientation – Pacific Ballroom Laguna and La Jolla
6:30 pm – 8 pm	Opening Reception with Exhibitors– Pacific Ballroom Laguna and La Jolla
Tuesday, October 28, 2025	
7 am	Breakfast – on your own
8 am – 5:30 pm	Exhibits Open – Pacific Ballroom Laguna and La Jolla
Seminars held in Pacific Ballroom – Newport & San Clemente	
	Holly Mandel , iMergence. The Improv Mindset for Greater Connection and Communication: learn improv-based tools to improve listening, communication and adaptability.
	Jenny Turner , Open Road Driving School. This Car Runs On Love: Paving the way for strong student-instructor relationships.
10:20 – 10:50 am	Break with Exhibitors
	Campbell McInally , Driveato. BTW Economics: Scale Your Way to Higher Profits: Boost profitability for your BTW services. This session covers true cost analysis, break-even calculation, applying economies of scale, and crafting competitive pricing. Make informed decisions for fleet, instructors, and growth.
Noon – 1:30 pm	Lunch with Exhibitors – Introductions of Exhibitors, Pacific Ballroom Laguna and La Jolla
	Holly Mandel , iMergence. Try It, Use It, Own It: Practical Tools + An Interactive Demonstration. Practice in applying principles of listening, communicating and adaptability.
	Patrick Barrett , Driver Ed in a Box. Price Elasticity: Create awareness of options for setting fees.
	Carrie Mae Nelson , Booking Times. AI or Die: The Future of Driving School Marketing and Operations. Your competition isn't just the school across town—it's AI-powered platforms reshaping how students find and choose services. This session will show you how to market to AI (yes, really), automate your business processes, attract more students, and stay relevant in an increasingly digital world. Walk away with actionable strategies and tools to drive growth, save time, and dominate your market.
6:30 pm	Meet in Lobby to carpool or walk to social event.
7 pm – 9 pm	Social Event
Wednesday, October 29, 2025	
7 am	Breakfast – on your own



8 am – 5:30 pm	Exhibits Open – Pacific Ballroom Laguna and La Jolla
	Carrie Mae Nelson , Booking Times. AI in the Driver's Seat: Smarter Training for a New Generation: Discover how AI can revolutionize the way instructors engage, teach, and support students. From adaptive learning tools to real-time feedback and virtual simulations, this session will break down practical, instructor-friendly AI tools you can start using now to improve outcomes and keep learners motivated. No tech degree required—just curiosity and a desire to work smarter.
	Meghan Carter , Organizational Prevention Programs. MADD's Underage Substance Use and Impaired Driving Prevention Programs: MADD will share information on our underage substance use and impaired driving prevention programs to include Power of You(th) [®] (middle and high school students) and Power of Parents [®] (middle and high school parents / caring adults). These programs are offered at no charge to the community.
10:50 – 11:10 am	Break with Exhibitors
11:10 – Noon	Dr. Bill Van Tassel , AAA Foundation. Navigating the High Road: The Latest Research on Cannabis and Driving Impairment: Beyond THC Levels: Understanding Persistent Effects, Perceptual Discrepancies, and Policy Implications.
Noon – 1:30 pm	Lunch with Exhibitors – Pacific Ballroom Laguna and La Jolla
1:30 pm – 2:20 pm	Ryan Turner , Open Road Driving School
2:30 pm – 3:20 pm	G. Amarbayar , Narnii Elch Driving School. From Nomadic Roads to Digital Highways: Mongolia's First Online Driver Theory Education System: Explore Mongolia's journey to deliver structured, accessible driver training through a fully online theory system, sharing key insights and digital strategies.
3:30 pm – 4:20 pm	
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!
Thursday, October 30, 2025	
9:00 am – 9:50 am	Henning Mortensen , Bond Driving School Neuro-diverse clients
10:00 am – 11:30 am	