



Sunday, October 26, 2025	
Pre-Conference no-host activity: Disneyland – meet up for lunch at 1pm at Earl of Sandwich in Downtown Disney. Get your discounted tickets here: https://disneyevent.com/TM2J25C	
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 John Bolen – 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	
8:15 am – 8:25 am	Lynn Rogers , DSAA President. Welcome!
8:30 am – 10:00 am	Holly Mandel , iMergence. The Improv Mindset for Greater Connection and Communication: learn improv-based tools to improve listening, communication and adaptability.
10:10 am – 10:30 am	Exhibitor Introductions
10:30 am – 11:30 am	Jenny Turner , Open Road Driving School. This Car Runs On Love: Paving the way for strong student-instructor relationships.
11: 30 am – 12:20 pm	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.
12:20 pm – 1:30 pm	Lunch with Exhibitors
1:30 pm – 2:50 pm	Holly Mandel , iMergence. Try It, Use It, Own It: Practical Tools + An Interactive Demonstration. Practice in applying principles of listening, communicating and adaptability.
2:50 pm – 3:20 pm	Break with Exhibitors
3:20pm – 4:05 pm	Patrick Barrett , Driver Ed in a Box. Price Elasticity: Create awareness of options for setting fees.
4:15 pm – 5:00 pm	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.
5 pm to 5:30 pm	Exhibits Open
6:30 pm	Meet in Lobby to carpool or walk to social event.
7 pm – 9 pm	It's Taco Tuesday! Join us at Spoons Grill & Bar for our Fiesta del Grito de Bingo . Wear your guayabera and get ready for a night of fajitas, food and fun.



Wednesday, October 29, 2025	
7 am	Breakfast – on your own
8 am – 5:30 pm	Exhibits Open – Pacific Ballroom Laguna and La Jolla
9 am – 9:50 am	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.
10:00 am – 10:50 am	Meghan Carter , MADD. Preventing Underage Impaired Driving: MADD will present on its free prevention programs, Power of You(th) [®] and Power of Parents [®] , designed to reduce underage substance use and impaired driving among middle and high school students and their parents.
10:50 am – 11:30 am	Break with Exhibitors
11:30 am – 12:20 pm	Dr. Bill Van Tassel , AAA Foundation and Lynn Rogers , Parkside Driving School. The Winning Formula: How Racecar Drivers' Techniques Can Improve Novice Safety. Exploring the tie-ins between novice and competitive drivers.
12:20 pm – 1:30 pm	Lunch with Exhibitors – Pacific Ballroom Laguna and La Jolla
1:30 pm – 2:20 pm	Bud Chauncy , First Class Driving School. Keys to Confidence: A Parent's Guide to Coaching Teen Drivers. Effectively engage parents in the learning-to-drive process. We'll explore communication techniques that build trust, structured lesson plans parents can use for practice sessions, and how to position your school as a unique partner in their teen's safety. Discover how a strong parent-instructor partnership not only enhances student safety but also showcases your school's unique commitment to their child's success.
2:20pm – 3 pm	Break with Exhibitors
3 pm – 3:50 pm	Liz Madden , A+ Academy Driving School. Talking to AI: A Practical Guide for Instructors. Which AI tools best suite your teaching needs and how to ask the right questions to get useful, reliable results.
4 pm – 4:50 pm	Ryan Turner , Open Road Driving School. From "Good Enough" to Great: Rethinking Your Driving School's Success. Reframe your perspective on challenges and view them not as hurdles, but as opportunities for growth. You'll leave this session equipped with tangible tools and strategies to not only navigate obstacles but also to inspire and empower your teams, helping you drive your business forward and achieve new levels of success.
4:50 pm – 5:30 pm	Exhibits Open
6:30 pm – 9:30 pm	Awards Dinner Social – Dress to impress and pack those dancing shoes!



**Driving School
Association
of the Americas**

**2025 Annual Convention
Santa Ana, California
Agenda**

Thursday, October 30, 2025	
9:00 am – 9:50 am	Christina Habib , Bond Driving School. Driver Education for Neurodivergent Learners: Building Inclusive Programs. Learn practical strategies to adapt curriculum, teaching methods and assessment to better support diverse learning needs. How to train and equip your instructors with inclusive practices that empower all learners.
10:00 am – 10:50 am	Henning Mortensen , Bond Driving School. Driving School Management Programs. Diversify your programs and increase your revenue.
11:00 am – 11:50 am	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.