



Sunday, October 18, 2026	
Pre-Conference no-host activities: Atlantic City Aquarium : \$15/pp, closes at 6pm North Beach Mini Golf and Bike Rentals : \$14/pp for golf and cruise the boardwalk with a surrey bike rental (seats 2-4) for \$40-\$65/hour.	
Call for Talent: Ready to make an impact? Help shape DSAA's future! Email President@DSAA.org to explore volunteer opportunities in marketing, education and webinars, conference planning, membership outreach, or leadership.	
Golden Nugget Wi-fi Password: GN_Public	
Monday, October 19, 2026	
8:30 am to Noon	DSAA Board Meeting in Newport II
1:30 pm – 4:30 pm	Pre-Conference Workshop Provided by Highway Safety Services: How to Teach ADAS in Classroom and BTW Lessons – Meet in Newport II Bridge the gap between vehicle technology and effective driver education. Move beyond basic theory to gain practical, actionable strategies for teaching Advanced Driver Assistance Systems (ADAS) across both classroom and behind-the-wheel (BTW) lessons—preparing novice drivers to interact safely and appropriately with modern vehicle safety features. Limited seats available. Pre-requisite: Online module completion prior to October 10 th Register here.
3 pm – 6 pm	Registration: Grand Ballroom Foyer – thank you to Árachas for sponsoring the swag bags!
3 pm – 3:15 pm	Exhibitor Kick-Off Meeting Grand Ballroom D
3:15 pm – 6 pm	Exhibitor Move-in & Set Up
6 pm – 6:30 pm	First Time Attendee Orientation: Grand Ballroom D
6:30 pm – 8 pm	Opening Reception with Exhibitors: Grand Ballroom DEF
8pm	Networking and Table Games lessons – Grand Ballroom A
8pm	Live music in the Rush Lounge
Tuesday, October 20, 2026	
7 am	Breakfast – on your own (Bean and Bread with grab and go options, opens at 7am and Michael Patrick opens at 8am for a sit down meal.)
8 am – 5:30 pm	Exhibits Open – Coffee sponsored by Virtual Driver Interactive
Seminars held in Grand Ballroom A	
8:30 am – 8:45 am	Welcome – Lynn Rogers, DSAA President
8:45 am – 9:40 am	"If I Could Do It Again..." Diaries of an Ex-Driving School Owner Prince Boparai, CEO of Teach Safe & Drive Space A candid, humorous look at what to change in pricing, fleet, staffing, and branding if building a driving school from scratch today.
9:40 am – 10:10 am	Morning Networking Break with Exhibitors – Make sure you're getting your Exhibitor bingo card stamped! Pick up your card from Driver Ed Software.



10:10 am – 11:05 am	From 0 to \$1M+: Scaling Organically Without Traditional Ads Bryan Heiss, Owner, Buckle-In Driving Academy & President, MDTSEA Proven, grassroots systems and community-first strategies to build sustainable year-over-year enrollment growth.
11:15 am – 12:10 pm	GAIN – TRAIN – RETAIN: Building an Instructor Workforce That Lasts Pete Hosmer, Owner, A+ Driving School & President, MDTSEA (Minnesota) Actionable recruitment, onboarding, and retention strategies from a 100-instructor operation.
12:10 pm – 1:30 pm	Lunch with Exhibitors
1:30 pm – 2:25 pm	Driving School Insurance 101: Managing Risk & Controlling Costs Brian Dolewski & Greg Miller, Árachas Group LLC Demystify fleet liability, underwriting risk evaluations, and steps to keep premiums manageable.
2:25 pm – 2:55 pm	Afternoon Break with Exhibitors – Snack Break sponsored by Zubie
2:55 pm – 3:50 pm	Strategic Pricing: Maximizing Profitability in Any Market Jim Mihalovich, Senior Director / GM, Top Driver How to evaluate market demographics, analyze competitor pricing, and structure rates to protect margins.
4:05 pm – 5:00 pm	Dynamic Communication: Inspiring Confidence in Staff, Students & Parents Chris Johnson, Founder & CEO, GOWMST Master the communication styles needed to de-escalate parent concerns, motivate instructors, and elevate the customer experience.
5 pm to 5:30 pm	Exhibits Open
6 pm – 8:30 pm	DSAA Social Event: Back-Bay Twilight Cruise – Boarding at 6:00 PM at Golden Nugget E-Dock (across the street). Join us for a relaxed, calm-water cruise through the back bays of Atlantic City and Brigantine Beach! Grab a drink at the onboard cash-only bar (cards and ATMs are not available on board). Dress the part: Channel your best nautical look—stripes, cozy cable knits, and wind-friendly layers.
8:30pm	Live music in the Rush Lounge
Wednesday, October 21, 2026	
7 am	Breakfast – on your own
7am	Exhibitor/Partner Wrap Up Meeting – Grand Ballroom D
8 am – 5:30 pm	Exhibits Open – Coffee sponsored by Virtual Driver Interactive
8 am – 8:30 am	Stretch Lab – Grand Ballroom A
8:30 am – 9:25 am	Rethinking the Road Test: Predictive Risk & Hazard Perception in Licensing Dr. Johnathon Ehsani, Johns Hopkins Bloomberg School of Public Health. Evidence-based insights on whether current behind-the-wheel testing predicts crash risk and what performance-based licensing models look like.
9:25 am – 9:55 am	Morning Networking Break with Exhibitors



9:55 am – 10:50 am	Behind the Wheel & Inside the Mind: Mental Health, Telematics & Driver Behavior Dr. Johnathon Ehsani, Johns Hopkins Bloomberg School of Public Health. Examining how anxiety, depression, and attention deficits impact novice driving, and how mindfulness builds safer habits.
11:05 am – 12:00 pm	From Idea to Impact: How to Pass Life-Saving Legislation in Your State Tammy McGee, Founder & Executive Director, Gweedo Memorial Foundation. A step-by-step roadmap for building bipartisan legislative support and navigating state advocacy to pass critical road-safety bills.
12:00 pm – 1:30 pm	Lunch with Exhibitors
1:30 pm – 2:25 pm	Love It or List It (Driving School Edition): Maximizing Valuation & Succession Planning Paul Brahim, SVP Financial Advisor and Managing Director, Wealth Enhancement Group. What every owner should do today—whether selling in 2 years or 15—to build an asset of lasting market value.
2:25pm – 2:55 pm	Afternoon Break with Exhibitors – Saltwater taffy sponsored by Gather
2:55 pm – 3:50 pm	The "Golden Nuggets" Mastermind & Fast-Paced Member Panel – Part I <i>Rapid-fire operational tips, classroom hacks, and behind-the-wheel strategies from veteran owners. Features interactive games, snacks, and prize giveaways.</i>
4:05 pm – 5:00 pm	Golden Nuggets – Part II
5 pm – 5:30 pm	Exhibits Open
6 pm – 7 pm	Cocktail Reception – cash bar
7 pm – 9:30 pm	Joe Pauswinski Annual Awards Banquet, Dinner & Dancing
9:30pm	Live music in the Rush Lounge

Thursday, October 22, 2026	
8 am	Breakfast – on your own
9:00 am – 9:50 am	We “MAKE” It Work: Navigating Business When Your Partner is Your Spouse A candid, humorous, and relatable panel on dividing roles, preventing burnout, and thriving as co-owners.
10:00 am – 10:50 am	The Solo-Preneur Playbook: Scaling Beyond the One-Man Show Practical advice from owners who transitioned from single-car operators wearing all the hats into multi-instructor fleets.
11:00 am – 11:50 am	Removing Friction from Your Driving School Michael Carr, Founder & CEO, Driveato. Actionable, do-it-yourself strategies to eliminate bottlenecks across the customer journey—from search discovery to Classroom and Behind-the-Wheel instruction. Learn how to adopt low-lift communication habits from leading service apps to streamline operations and reduce drop-off without adding overhead.
12pm	Conference Adjourns – Safe Travels!

Agenda, topics, and speakers are subject to change without prior notice at the discretion of DSAA.