

ADOMA

Auto Dealers Office Management Association

adoma.org

2024

EDUCATIONAL

Empowerment



Through Education

CONFERENCE

46th Annual Business Management Educational Conference

July 18th - 21st, 2024

THE WESTIN CARLSBAD RESORT & SPA - CARLSBAD, CA



Greetings ADOMA friends and members. We welcome you to join us for our 46th Annual Business Management Educational Conference, which will be held from July 18 - 21 in Carlsbad, CA.

Our goal is to provide you with a outstanding weekend filled with very knowledge speakers and interesting topics which will benefit you and your dealership. You will also have the opportunity to meet some of ADOMA's Vendors and reconnect with your peers as well as having some fun. So join us and please bring your team members, your questions, and be ready to learn from these fantastic experts while enjoying what Carlsbad, CA has to offer.

SCHEDULE

THURSDAY, July 18th

Welcome Night & Registration

6:00 PM - 9:30 PM

Location: **Ocean Blue Lawn**

FRIDAY, July 19th

Breakfast

8:00 AM - 9:00 AM

Location: **Ocean Blue Lawn**

Check In & Welcome

9:00 AM - 9:15 AM

Location: **Grand Ballroom A**

1st SESSION

9:30 AM - 10:45 AM

Location: **Grand Ballroom A**

Car Deal Fraud and Theft Rings

Speaker: **Jeff Netland, CA DMV Investigator
San Bernardino Auto Theft Task Force**

2nd SESSION

11:00 AM - 12:15 PM

Location: **Grand Ballroom A**

Bank Fraud and Cyber Security

Speaker: **Max Alexander, VP of
Cybersecurity Operations, Chase Bank**

Lunch with Attendees and Vendors

12:15 PM - 1:15 PM

Location: **Ocean Blue Lawn**

3rd SESSION

1:30 PM - 2:45 PM

Location: **Grand Ballroom A**

CA Sales Tax Info, Submissions, Audits, and Questions

Speaker: **Kathleen Chadwick, Assist Tax
Service Specialist, CDTFA Sales Tax**

23rd ANNUAL VENDOR FAIRE

2:45 PM - 4:00 PM

Location: **Grand Ballroom B**

Cocktails / Vendor Faire Prize Distributions

4:00 PM - 6:00 PM

Location: **Grand Ballroom B**

*Friday Nightlife - Free Time to Enjoy
Carlsbad!!! OR Come **PARTY** at the pool
with everyone!*

SATURDAY, July 20th

Breakfast

8:00 AM - 9:00 AM

Location: **Ocean Blue Lawn**

Welcome & 50/50

9:00 AM - 9:30 AM

Location: **Grand Ballroom A**

1st SESSION

9:45 AM - 10:45 AM

Location: **Grand Ballroom A**

OSHA Guidelines, Record Keeping, Rules, and Audits

Speaker: **Sam Celly, President / CEO
Celly Services, Inc.**

2nd SESSION

11:00 AM - 12:15 PM

Location: **Grand Ballroom A**

Employment Law, HR, and Payroll

Speaker: **Andrew Hoag, Partner
Fisher Phillips**

Lunch

12:15 PM - 1:15 PM

Location: **Ocean Blue Lawn**

3rd SESSION

1:30 PM - 2:45 PM

Location: **Grand Ballroom A**

Automotive Accounting, Month End and Year End Best Practices

Speaker: **Lewis Fisher
Moss Adams**

ROUND TABLE DISCUSSION

2:45 PM - 3:45 PM

Location: **Grand Ballroom A**

Open Discussion/Questions Among Peers

*Free Time to relax, visit, and get
ready for some excitement.*

3:45 PM - 6:30 PM

ADOMA PARTY TIME

Location: **Sunset Ballroom**

Dinner Cocktail Reception

6:30 PM

Dinner Buffet

7:00 PM - 8:00 PM

Entertainment

8:00 PM - 10:00 PM

SUNDAY, July 21st

Welcome, Breakfast & 50/50

9:00 AM - 10:00 AM

Location: **Ocean Blue Lawn**

FINAL SESSION

10:30 AM - 11:30 AM

Location: **Grand Ballroom A**

Leading with Excellence - Filling Your Own Well - The Power of Teamwork

Speaker: **Carrie Grace**

Prizes & Closing Remarks

11:00 AM - 12:00 PM