

# ANNUAL CONVENTION

## HOMESTEAD RESORT

### April 19 - 21, 2024



## Join Us!

Join the Virginia Automotive Association for our 2024 Convention at The Omni Homestead Resort in Hot Springs, Virginia. Bring your families to enjoy zip lining, horse back riding, and kayaking or play one of their 2 golf courses and relax at the spa. We have exciting new events such as sporting clays, wine tasting event and ax throwing as well as the popular VAA golf tournament. The VAA PAC will also be holding a gun raffle to benefit legislative efforts. This year's speakers include: **Steve Gilliland, Hunt Demarest, Jamie Hasty, Stacey Miller and George Kingman.** We look forward to seeing you in Hot Springs!

## Register Today

Convention Registration - \$285 per person  
10-and-Under Registration - \$85 per person  
Late Registration Fee - \$25 per person after 3/29  
Golf Tournament Registration - \$160 per person  
Wine Tasting Registration - \$75 per person  
Sporting Clay Registration - \$165 per person

## Hotel Reservations

Please contact The Omni Homestead at (800) 838-1766 and mention the Virginia Automotive Association or [click here](#) to make your reservations. The VAA discounted rate is \$175 per night, plus appropriate taxes and a \$20 per night resort fee. The number of rooms at this rate are limited. All reservations must be made no later than March 28, 2024. Check-in begins at 4:00 pm and checkout time is 11:00 am. Reservation details found on hotel website. Please note there is a discounted parking fee of \$10 per vehicle per night.

## Early Registrants

Register by January 31st and receive a complimentary Customer Rights\* poster at the convention. \*Required to be posted by law.



# 2024 PARTNER PROGRAM

## Platinum



## Gold

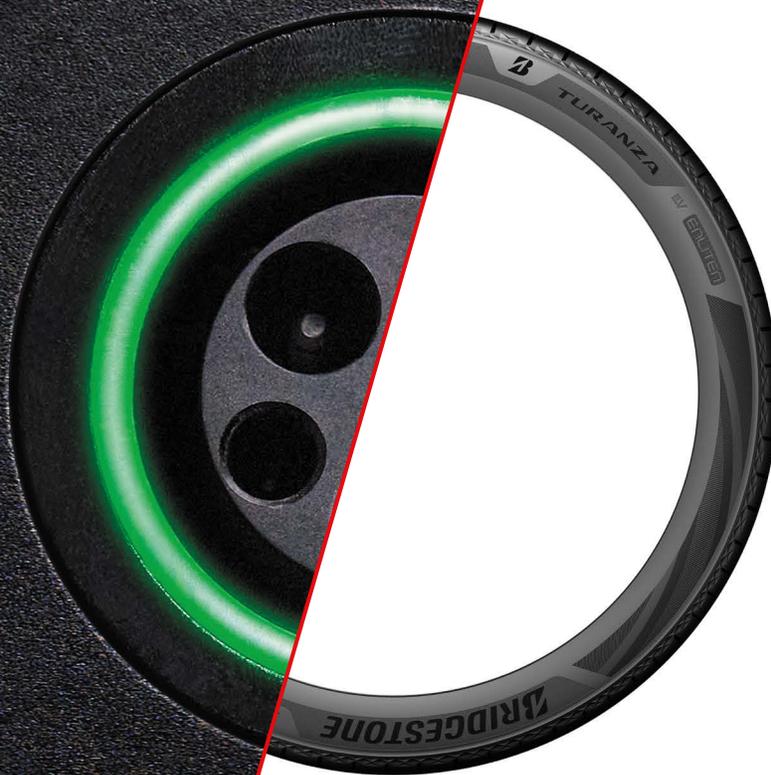


## Silver



## Bronze





## Getting more miles per charge matters.

Bridgestone's Turanza EV tire delivers exceptional performance and wear longevity backed by a 50,000 mile limited warranty.<sup>1</sup> Its low rolling resistance helps electric vehicles maintain a longer mileage range per charge.<sup>2</sup> Getting to where you want to go with less stops along the way—that's what really matters.

<sup>1</sup> Conditions apply. See [Bridgestonetire.com/warranty](https://www.bridgestonetire.com/warranty) for details.

<sup>2</sup> Based on comparative rolling resistance of Turanza EV and Turanza QuietTrack 235/45R18 size tires. Actual on-road mileage range may vary.

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**TURANZA EV**

**BRIDGESTONE**  
Solutions for your journey



# ANNUAL CONVENTION Schedule

\*\* Extra Fee

19TH

## GOLF TOURNAMENT \*\*

10:00 am - 5:00 pm Old Course

*Reception to follow completion of tournament.*

\*\*Pre-registration required

## REGISTRATION DESK OPEN

3:00 pm - 6:30 pm Jefferson Parlor

## VIRGINIA WINE EXPERIENCE \*\*

3:30 pm - 5:00 pm Dominion Room

SPONSORED BY MIGHTY AUTO PARTS

\*\*Pre-registration required

## WELCOME RECEPTION & NETWORKING COOKOUT

6:00 pm - 9:00 pm Casino Lawn

*An opportunity for dealers and vendors to network in a casual atmosphere outdoors! Drink tickets distributed to be used for Friday and Saturday night Receptions/Dinners.*

20TH

## BREAKFAST BUFFET

6:30 am - 10:00 am Main Dining Room

SPONSORED BY FISHER AUTO PARTS

One Voucher per registration

## REGISTRATION DESK OPEN

7:15 am - 1:00 pm Grand Ballroom Foyer

## ANNUAL MEETING

7:45 am - 8:30 am Grand Ballroom West

## OPENING KEYNOTE SPEAKER: STEVE GILLILAND

8:30 am - 9:15 am Grand Ballroom West

*Recognized as a master storyteller and brilliant comedian, one of the most sought-after and top-rated speakers in the world. Steve is a prolific, accomplished author, evidenced by his books annually making the publishers' bestseller lists and his being named Author of the Year.*

## BREAK

9:15 am - 9:30 am

## TRACK 1 PANEL DISCUSSION: HUNT DEMAREST, CPA/BV & JAMIE HASTY

9:30 am - 11:15 am Grand Ballroom West

**Target Audience: Owners/Key Managers**

*Hunt is Accredited in Business Valuation and a licensed Certified Public Accountant that has been with the firm since 2006. He specializes in business taxes and valuations; and does consulting work with our repair shop clients all across the country.*

*Jamie is a Vice President with SESCO Management Consultants in Bristol, Tennessee and Richmond, Virginia. Jamie graduated from East Tennessee State University with a B.B.A in Human Resources Management. Her professional affiliations include the Society for Human Resource Management and various state Chambers of Commerce.*

# ANNUAL CONVENTION Schedule

\*\* Extra Fee

20<sup>TH</sup>

## TRACK 2 SEMINAR SESSION: GEORGE KINGMAN

9:30 am - 11:15 am Grand Ballroom East **Target Audience: Counter Sales, Service Managers**  
*George Kingman of Advanced Shop Leadership has a wealth of experience and knowledge that continues to grow with every new client! He started his career in the industry as a teenager as a tire tech. He successfully ran stores, districts, and worked within corporate at the largest tire and auto chain in the industry before creating Advance Shop Leadership.*

## BREAK

11:15 am - 11:30 am Grand Ballroom Foyer

## SEMINAR SESSION: STACEY MILLER, VP OF COMMUNICATIONS AUTO CARE ASSOCIATION

11:30 am - 12:30 pm Grand Ballroom West **Target Audience: All**  
*This course will provide you the most up to date information on the national right to repair, a solution that grants vehicle owners the right to their vehicle maintenance and repair data so that they can repair their car at the facility of their choice*

## LUNCH IS ON YOUR OWN

Homestead: Jefferson's Taproom, Martha's Market, Rubinos at the Cascades, Pioneer Picnic  
In Town Suggestions: The Duck Inn, Bacova, Lindsay's Roost Bar and Grill, Sam Snead Tavern

## NEXT GENERATION COUNSEL & MENTORS AX THROWING EVENT \*\*

12:30 pm - 2:00 pm East Lawn **Sponsored by Federated Insurance**  
*Open to members 45 years old and under or those in the business less than 5 years. Meet other future leaders, mentors and network. Lunch included!* \*\*Pre-registration required; limited space

## SPORTING CLAY SHOOTING EVENT \*\*

2:30 pm - 5:00 pm Shooting Club **Sponsored by Mighty Auto Parts**  
\*\*Pre-registration required

## BANQUET FEATURING SPEAKER STEVE GILLILAND

6:00 pm - 8:30 pm Grand Ballroom **Drink Tickets / Cash Bar**

## RECEPTION AND TRADE SHOW

8:30 pm - 10:30 pm Regency Ballroom **Drink Tickets / Cash Bar**

21<sup>ST</sup>

## BOARD MEETING & BREAKFAST \*

8:00 am - 10:00 am Dominion Room **\*By invitation only**

## THANK YOU TO OUR BOARD AND CONVENTION COMMITTEE!

Bill Hoal, President

Mike Fortune

Mike Scaglione, Vice President

Andrea Ellett

Jerry Tatum, Secretary-Treasurer

Tom Jones

ST Billingsly, Executive Board Member

Ron Justice

Bo Keeney, Executive Director

John Kline

Chris Barnett

Jake Palmer

Jim Bennett

Chuck Shifflett

Steve Crawford

Chuck Swain

# How Do You Retain Your Top Talent?

Private bonus plans provide strong incentive for top team members to remain with your business — while also helping you stand out among other employers.



AN ASSOCIATION MEMBER BENEFIT FOR 119 YEARS  
 DIRECT, LOCAL MARKETING REPRESENTATIVES AUTO  
 PROPERTY AND CASUALTY SELF-INSURED RETENTION  
 POLICYHOLDER SURPLUS LIVE VOICE CUSTOMER SERVICE  
 MYSHIELD<sup>®</sup> TAILORED, INDUSTRY-SPECIFIC COVERAGE  
 BUSINESS SUCCESSION AND ESTATE PLANNING STABLE  
 FACE-TO-FACE RELATIONSHIPS FINANCIAL STRENGTH  
 MUTUAL COMPANY DIRECT CLAIMS REPRESENTATIVES  
 500+ EXCLUSIVE ASSOCIATION RECOMMENDATIONS  
 ESTATE PLANNING ATTORNEY NETWORK ANNUITIES

## IT'S OUR BUSINESS TO PROTECT VAA MEMBERS

WE'RE BETTER TOGETHER LIFE AND DISABILITY INCOME  
 PRIVATE BONUS PLANS KEY PERSON COVERAGE  
 WORKERS COMPENSATION HIRING PRACTICES  
 FEDERATED DRIVESAFE<sup>SM</sup> TELEMATICS SOLUTION  
 RISK MANAGEMENT RESOURCE CENTER  
 EMPLOYMENT RELATED PRACTICES LIABILITY  
 EMPLOYMENT LAW ATTORNEY NETWORK  
 BONDING EMPLOYEE SAFETY TRAINING  
 RISK MANAGEMENT ACADEMY  
 CLIENT CONTACT CENTER  
 FIELD RISK CONSULTANTS  
 CERTIFICATE CENTER  
 SURETY SPECIALISTS  
 MANAGED CARE  
 CYBER

Scan to learn more about **PRIVATE BONUS PLANS** and other employee retention strategies.



**NEW!**

# VIRGINIA Wine Experience



Friday from 3:30 pm - 5:00 pm

**Sponsored by Mighty Auto Parts**

\$75 per person (Minimum age of 21)

\*\*Pre-registration required

## VAA Golf Tournament

Friday from 10:00 am to 5:00 pm

Old Course

\$160 per person      \*\*Pre-registration required

Two (2) drink tickets & lunch included with each registration. A cash bar will be available.

Reception to follow completion of Tournament.

Mulligans and raffle tickets will be available on site for purchase.



Last year's (2023) VAA Open winners with a score of 59. L-R: Greg Foltz, Dallas Foltz, Hunter Sorensen, Max Gamm



# Sporting Clay Shooting Event

# NEW!



Saturday from 2:30 pm - 5:00 pm

Shooting Club

Sponsored by *Mighty Auto Parts*

\$165 per person

\*\* Pre-registration required

Get paired into teams as you venture through the woods with certified N.S.C.A shooting instructors. Enhance your experience at the resort as you are provided guidance along the Homestead's world famous sporting clays courses. Take an adventure through almost a mile of wooded courses that simulate many types of game birds and rabbits.

Participants will be outfitted with guns, ammo, targets and vests as well as eye and ear protection for safety and comfort.

## Raffle

In addition to the new Sporting Clay Shooting Event, Wine Tasting, and Ax Throwing, the VAAutoPAC will be holding a gun raffle to benefit legislative efforts. Limited raffle tickets (100) are available at \$100 per ticket.



The historic Omni Homestead Resort recently completed a \$140 MM renovation. The resort has hosted 23 US presidents over the last 250 years. Relax in the spa's Serenity Garden pictured above.

# VAA ANNUAL CONVENTION OMNI HOMESTEAD RESORT



## ROOM RATES

**\$175\* / night**

- Applicable April 18-20, 2024
- All reservations must be made no later than March 28, 2024
- Traditional Room - 1 King Bed
- Traditional Room - 2 Double Beds
- Suites available at additional rate.



**SUITE**



**BEDROOM**

**BOOK & REGISTER NOW**

[www.VaAuto.org/Annual-Conference](http://www.VaAuto.org/Annual-Conference)

[Homestead Reservations \(800\) 838-1766](tel:8008381766)

# NTW will feature a wide variety of brands including:

TOP BUYING PROGRAMS	PASSENGER & LIGHT TRUCK	MEDIUM RADIAL TRUCK	EQUIPMENT & SUPPLIES
 TOTAL REWARDS			
			
			
			
			
			
			
 MEDIUM TRUCK		<div data-bbox="828 1113 1153 1197" style="border: 1px solid black; padding: 5px; text-align: center;"> <b>COMMERCIAL</b> </div>	
			
			
			
	 		
			
			
			

# REGISTRATION, CONFERENCE POLICIES & INFORMATION

CDC Guidelines for hosting meetings and events will be followed by the VAA at all times.

**General Registration / Guest Fee** includes access to all *exhibits and social activities*. The early bird deadline is **March 29th**, after this date there will be a **\$25 late fee**. The final pre-registration deadline is **April 12, 2024**. All registration fees must accompany your registration form. Additional fees for golf tournament, sporting clay shooting and Virginia wine tasting events.

**Child Registration** is \$85 for those 10 years old and under and includes access to Friday evening reception and Saturday breakfast, dinner, exhibit hall and evening reception.

**Photography Disclaimer** Virginia Automotive Association (VAA) reserves the right to use any photograph/video taken at any VAA Event without the expressed consent of those included within the photograph/video. VAA may use the photograph/video in publications or other media material produced, used, or contracted by VAA including but not limited to: meeting brochures, invitations, newsletters, VAA website, VAA Facebook page, etc. If you do not wish to have your image recorded for distribution, please contact the VAA at [office@vaauto.org](mailto:office@vaauto.org). By attending the VAA Event, or by failing to notify VAA of your desire to not be photographed, you are agreeing to release, defend, hold harmless and indemnify VAA from any and all claims involving the use of your picture or likeness.

**Cancellation & Refund Policy** All cancellations received before **March 29th** will be issued a full refund. Between **March 29th** and **April 12th**, refunds will be assessed a **\$30 processing fee**. Requests must be in writing. No refunds for cancellation after **April 12th**.

**Special Services** In accordance with the Americans with Disabilities Act / dietary restrictions, please advise the VAA in writing by **March 29th**, if you require special services to fully participate.

**Terms & Conditions COVID-19 RELEASE & HOLD HARMLESS AGREEMENT:** By registering and attending a Virginia Automotive Association (VAA) event/meeting you acknowledge that there is an unknown risk of exposure to COVID-19 through exposure to contaminated objects, as well as through personal contact. Such exposure carries with it a certain degree of risk that could result in illness, disability or death. You agree to release and hold harmless VAA, its staff, officers, and vendors from and against all claims of damages and liability resulting from exposure to COVID-19. Registrants/Attendees also warrant they are following all CDC guidelines.

*The Virginia Automotive Association Annual Convention claims no liability for the acts of any attendee, supplier, exhibitor/vendors, or speaker at this meeting or for the safety of any attendee while in transit to, from, or during this meeting. The Virginia Automotive Association Annual Convention reserves the right to cancel this function and/or individual courses without penalty. The total amount of liability to the Conference will be limited to a refund of fees paid by the attendee.*

## SPEAKERS



Hunt Demarest



Steve Gilliland



Stacey Miller



Jamie Hasty



George Kingman



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## WHY CHOOSE US?

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- ✓ Manufacturer Programs
- ✓ Reward Programs
- ✓ Multiple Daily Deliveries Monday - Friday
- ✓ Saturday Deliveries
- ✓ Dealer Training and Support
- ✓ Call Center Support Monday - Saturday
- ✓ User Friendly Online Store
- ✓ Locally Owned and Operated



# 2024 CONVENTION SPONSORS

Thank you to the following for sponsoring our convention!



Sporting Clay Shooting  
Wine Tasting



JUSTICE TIRE DISTRIBUTORS  
"Delivering what matters most!"  
1-866-831-4450

Golf Tournament Lunch



Lanyard  
Exhibit Hall Bag



Saturday Breakfast



Next Generation Ax  
Throwing Event



RADIAL TIRE  
— DISTRIBUTORS —

Refreshment Break



Sunday Board Breakfast  
Event WiFi

## TIRE ONE

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Enhanced loyalty and profit

### MARKETING/ ADVERTISING

Drive increased volume and profit

### TECHNOLOGY & TOOLS

Retain & grow your customer base

### DISCOUNT PROGRAMS

Reduce operational costs

### TECH TRAINING

Anytime, anywhere

## PRODUCTS



## PROGRAMS





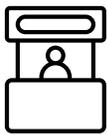
Virginia  
Automotive  
Association

# ANNUAL CONVENTION



## EXHIBITOR INFORMATION

Omni Homestead Resort, Hot Springs, Va



### Table Top

3' x 6' draped table with electricity



### Inclusions

Registration includes two name badges, tabletop exhibit, signage, wi-fi and electricity



### Details

Exhibit Hall open April 20th from 8:00 pm - 10:00 pm  
Registration deadline: March 29th

**\$550** / per table top

**Register Today!**

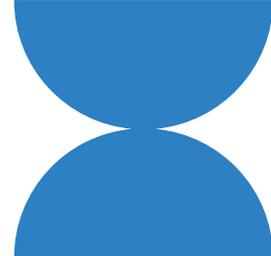
Sign up now at [www.vaauto.org/Exhibitor-Information](http://www.vaauto.org/Exhibitor-Information)  
\*\*Full Conference Registration Sold Separately

Contact the VAA Office For Partnership Information and Sponsorship Opportunities

# REGISTRATION

Please complete the registration form and submit with payment to:

VAA • P.O. Box 29069 • Henrico, VA 23242-0069



Name for Badge _____	Nickname: _____	
Address: _____		
City: _____	State: _____	Zip: _____
Phone: _____	Cell: _____	Email: _____
Emergency Contact: _____		Phone: _____

**Registration Fees** (Includes all speakers and meals listed below. Must register for meals by **March 29th** No exceptions.)

- \$285 Convention Registration
- \$85 Children's Convention Registration (10 years old and under)
- \$25 Late Registration Fee\* (Postmarked or submitted online after March 29th) \*Per Registrant

**The following events are included in your registration, please indicate which you will be attending:**

**Friday**

- 6:00 - 9:00 pm Welcome Reception and Networking Cookout

**Saturday**

- 6:30 - 10:00 am Breakfast Buffet *Sponsored by Fisher Auto Parts*
- 6:30 - 8:30 pm Banquet Dinner
- 8:30 - 10:30 pm Reception and Tabletop Tradeshow

**Additional Options**

- \$160 Golf Registration (with 2 drink tickets and lunch)
- \$75 Wine Registration (must be 21+)
- \$165 Sporting Clay Shooting Event
- Next Generation Ax Throwing\* \*Limited to 30 people

\$\_\_\_\_\_ Optional VAA PAC Contribution  
To contribute to VAAPAC, visit [www.vaauto.org/government-affairs](http://www.vaauto.org/government-affairs)

\$\_\_\_\_\_ **Total Registration Fees Enclosed**

**Special Services to Comply with American Disabilities Act:**

- Check if you need special services to fully participate. Attach a written description of needs so we may contact you. Please notify the VAA by **March 29th**.
- Dietary Considerations / Allergies: \_\_\_\_\_

Register online  
at  
[www.VaAuto.org/annual](http://www.VaAuto.org/annual)  
See cancelation  
policy on page 8 for  
details.

Name on account (print): _____	Exp. Date: ____/____/____	
Card Number: _____	Credit Card CVV code: _____	
Billing Address: _____		
City: _____	State: _____	Zip: _____
Signature (required) _____	Authorized amount \$ _____	