



2019 Seattle Spring Conference
Hyatt Regency Lake Washington
April 8 - 11, 2019



Monday 4/8

8am – 11:30am	Executive Boardroom	Advisory Council Meeting
10am – 5pm	Grand Ballroom Foyer	Member & Vendor Partner Conference Registration
9am -11:30am	Bellevue 1	Introducing NMS Express for FAST Dealer Automation Adoption (Optional) – Keith Tobias CEO and Jodi Tramontin, CMKBD, Director of Dealer Implementation & Education - this operateIT training session will demonstrate how quickly and easily NMS Express can be implemented within your operation with virtually NO preliminary setup. Learn about the latest features and how to quickly take advantage of the the most powerful SEN NMS functions from initial lead inquiry, through the centerpiece Good-Better-Best (GBB) budgeting module, and all the way to contract writing.
12pm --3:30pm	Bus Outside Lobby	Bellmont Factory Tour
12pm – 5pm	Grand Ballroom	Vendor Partner Tabletop Setup
1pm - 4:15pm	Ranier	Roundtable On The New NMS Express Platform - Jodi Tramontin CMKBD Questions and answers regarding the simpler platform, ease of implementation, east of use and the new LMS Online Learning System as a continuing education tool
4:30pm – 5:30pm	Bellevue 1	Orientation – New Members & Guests
4:30pm – 5pm	Seattle	Orientation – New Vendor Partner & Vendor Partner Personnel
5:30pm – 8:30pm	Mercer Terrace (5:30 - 7:15) Lake Washington: (7:30 - 8:30)	Cheers to 25 Years!! - Featuring Craig Karges Come celebrate with us! Enjoy cocktails and plentiful hors d'oeuvres while mingling with your industry peers! You will be treated to the wonder of Craig Karges who combines the art of magic with the science of psychology and the power of intuition to create the impression that nothing is impossible. As seen on The Tonight Show, CNN, CNBC, Fox News Channel, Lifetime and E!, Craig will deliver an unforgettable presentation which will awaken participants to the possibility of reaching their full potential and experiencing the extraordinary!

Tuesday 4/9

8am – 9am	Lake Washington	Opening Session & Kickoff Start the conference off on the right foot with a presentation on the status of SEN, and see who takes home the Spring Conference Awards!
9am – 12pm	Grand Ballroom Foyer	Member & Vendor Partner Conference Registration
9am – 1pm	Grand Ballroom	Vendor Partner Tabletop Setup
9:10am – 11:20am	Lake Washington	Product Seminars – Part 1
11:30am - 12:30pm	Lake Washington	Workshop #1 - Kitchen Cousins - Project Planning Series
12:40pm - 2:10pm	Grand Ballroom Pre-Function	Luncheon & Keynote Presentation – Rebecca Alexander An author, psychotherapist, group fitness instructor and disability rights advocate, Rebecca is also almost completely blind and deaf yet has accomplished more than one would ever think possible given her disability. Having summited Mt. Kilimanjaro, been an Olympic Torch Bearer at the 1996 Atlanta games and swam from Alcatraz to shore in the San Francisco Bay, her sense of adventure and upbeat outlook have motivated her to push far beyond her perceived limitations. Let her story inspire you to challenge yourself and overcome your fears.
2:20pm – 3:20pm	Lake Washington	Workshop #2 (Sales & Management) – "How My Business Became So Successful" In celebration of our 25 th Anniversary as the industry's first buying and business development group,, this workshop features the success stories of several veteran members who will be interviewed "live" on stage. You will hear about their biggest challenges to scaling operations, when was their companies' inflection point, team member additions that were key, whether a mentor's influence played an important role, what they felt was their best entrepreneurial quality, when they joined the group and why, their most vivid early SEN experience, which SEN vendor partners were instrumental, which SEN assets contributed the most to their success, what financial metric was most critical to achieve, and what keeps them in the group today. Should make for a wide-ranging, informative, and rollicking workshop!
3:35pm – 5:30pm	Grand Ballroom	Vendor Partner Table-to-Table Meetings – Part 1
5:30pm – 6:00pm	Grand Ballroom	Extra Innings Reception Visit with a Vendor Partner you need more time with and take advantage of the show specials

Wednesday 4/10

8am – 9:45am	Lake Washington	Product Seminars – Part 2
10am – 11:50pm	Grand Ballroom	Vendor Partner Table-to-Table Meetings – Part 2
12:00pm - 12:50pm	Grand Ballroom Pre-Function	Lunch
1pm - 2pm	Lake Washington	Workshop #3 - Matt Muenster - Visual Marketing
2:15pm – 3:45pm	Seattle	Vendor Partner Roundtable
2:15pm – 6:00pm	Bellevue 1	Sales/Design Interactive Forum** (with Kitchen Cousins & Matt Muenster) This program will discuss current sales and design challenges in a group format. Participants will be split into smaller groups, brainstorm, and have a "captain" present their solutions. This interactive session allows for collaboration, and great ideas for common sales and design related problems.
2:15pm – 6:00pm	Various Rooms	Dealer Roundtables* Group A - West Seattle Group D - Ranier Group B - Baker Group E - Renton Club Group C - Executive Boardroom
6:00pm		Conclusion of Wednesday's Events – Enjoy a night out on the town!

Thursday 4/11

8:30am -- 9:30am	Lake Washington	Seminar: Shawn Ellis - "The Moment Matters" In today's rapidly changing, highly demanding business world, it's no secret that leaders are struggling to keep morale up while their people are constantly striving to "do more, faster." It's been said that we live in the Age of Distraction, in a state of Continuous Partial Attention. So, no wonder we struggle to do what we know we should do. After this presentation, you and your people will be equipped with the strategies to combat overwhelm, fatigue, distractions, endless thoughts, and everything else that threatens to rob us of this moment... so you can focus on what matters most.
9:45am – 11:50am	Grand Ballroom	Vendor Partner Table-to-Table Meetings – Part 3
11:50am	Grand Ballroom	Member Drawing
12:00pm	Grand Ballroom	Vendor Partner Tabletop Teardown

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