



RECHARGE!

DALLAS | JUNE 22-24, 2023

THANK YOU TO OUR SPONSORS:

TrueCar



THURSDAY, JUNE 22

- 10:00am** **Mentoring Panel and Speed Mentoring Session - Salon B**
Headshots (until 6:00pm) – Salon C
Sponsored by Protective Asset Protection
- 12:00pm** **Buffet Lunch - Grand Ballroom Foyer**
- 1:00pm** **Welcome - Salons D&E**
Eliana Raggio, CMO, Dealer eProcess / WIA Board
- 1:10pm** **Thursday Opening Keynote**
Katie Mares, Brand Experience Expert
- 1:50pm** **PANEL: Investing in Women: Empowering Careers & Accelerating Sales**
Bobbie Herron, Founder & CEO, The Bees Knees Automotive Agency
(MODERATOR)
Danielle Cumbee, Director of Sales Integration, Spectrum Automotive Holdings
Gina Dewar, Group Vice President of Human Resources, Spectrum Automotive Holdings
Brandie Linfante, Chief Marketing Officer, Spectrum Automotive Holdings
- 2:35pm** **Coffee & Refreshment Break - Grand Ballroom Foyer**
Sponsored jointly by CARFAX, General Motors & Outsell
- 2:50pm** **TRACK SESSIONS**
Paths to Promotion - Salon A
Brooke Furniss, Founder/President, BZ Consultants
The (Female) Customer Journey - Salon B
Sponsored by Cars.com
Kirsten Von Busch, Director, Product Marketing, Experian Automotive
Personal Growth & Development - Salon F
Fleming Ford, President, Culture Ignited
Recharged Relationships: Mentorship, Sponsorship, Allyship - Salon G
Kathleen Long, Chief Revenue Officer, RepairPal
- 3:40pm** **Coffee & Refreshment Break - Grand Ballroom Foyer**
Sponsored jointly by CARFAX, General Motors & Outsell
- 3:55pm** **TRACK SESSIONS**
Paths to Promotion - Salon A
Bri Newman, Vice President, HR4
The (Female) Customer Journey - Salon B
Sponsored by Cars.com
Maria Espinoza, Director of Inside Sales, Dealer eProcess
Personal Growth & Development - Salon F
Dr. Martha Rader, Principal, Rader Leadership
Recharged Relationships: Mentorship, Sponsorship, Allyship - Salon G
Paige Goodwin, Director, Digital Retailing, Group 1 Automotive
- 4:45pm** **Reception - Grand Ballroom Foyer**

FRIDAY, JUNE 23, 2023

- 7:00am** **Yoga with Katie Mares - City View**
- 8:00am** **Breakfast and Networking - Grand Ballroom Foyer**
- 8:30am** **Headshots (until 6:00pm) - Salon C**
Sponsored by Protective Asset Protection
- 9:30am** **Welcome - Salons D&E**
Eliana Raggio, CMO, Dealer eProcess / WIA Board
- 9:45am** **Friday Opening Keynote**
Carrie Pasch, Partner, Pasch Group
- 10:30am** **Scholarship Award - Sponsored by Keiser University**
- 10:45am** **Coffee & Refreshment Break - Grand Ballroom Foyer**
Sponsored jointly by CARFAX, General Motors & Outsell
- 10:55am** **Workshop: I AM REMARKABLE**
Laura Murphy, Senior Automotive Specialist, Google
- 12:30pm** **Buffet Lunch - Grand Ballroom Foyer**
- 1:45pm** **PANEL: DEI - Salons D&E**
Sandy Zannino, Founder/CEO, Innovative Auto HR (MODERATOR)
Tia Battle, Director and General Manager- Hyundai Central Region, Hyundai Motor America
Lynette Foxhall, Senior Vice President, Relationship Management Strategy & Support Business Execution Director, Wells Fargo Auto
Jessica Lee, CEO, Bitesize
- 2:35pm** **Coffee & Refreshment Break - Grand Ballroom Foyer**
Sponsored jointly by CARFAX, General Motors & Outsell
- 2:50pm** **TRACK SESSIONS**
- Paths to Promotion - Salon A**
Audrey McKinley, President and Founder, Auto Network Consulting Inc.
- The (Female) Customer Journey - Salon B**
Sponsored by Cars.com
Lisa Hess, Regional Vice President, Sales, TrueCar
- Personal Growth & Development - Salon F**
Robin Wilson, CEO and Founder, SCP Agency and Epic BDC
- Recharged Relationships: Mentorship, Sponsorship, Allyship - Salon G**
Melissa Cartagena, Senior Director - Digital Advertising, AutoNation
- 3:40pm** **Coffee & Refreshment Break - Grand Ballroom Foyer**
Sponsored jointly by CARFAX, General Motors & Outsell

- 3:55pm** **TRACK SESSIONS**
Paths to Promotion - Salon A
Megan Mahon, Vice President, Sales & Business Development, Remarketing+
- The (Female) Customer Journey - Salon B**
Sponsored by Cars.com
Lena Bourgeois, General Manager, Automotive Services, Equifax
- Personal Growth & Development - Salon F**
Lisa Gener, Chief Strategy Officer, Dealer Alchemist
- Recharged Relationships: Mentorship, Sponsorship, Allyship - Salon G**
Meredith DeMay, Director of Sales Recruiting & Development, JM&A Group
- 4:45pm** **Networking Reception - Grand Ballroom Foyer**
- Evening** **Meet The Board Dinners (optional/sign up)**

SATURDAY, JUNE 24, 2023

- 7:00am** **Yoga with Katie Mares - City View**
- 8:00am** **Breakfast and Networking - Grand Ballroom Foyer**
Headshots (until 12:00pm) - Salon C
Sponsored by Protective Asset Protection
- 9:15am** **Welcome - Salons D&E**
Eliana Raggio, CMO, Dealer eProcess / WIA Board
- 9:25am** **Saturday Opening Keynote**
Judy Farcus Serra, CFO, Headquarter Auto Group
- 10:10am** **Workshop: Situational Awareness**
Rochelle Morton, Director, Damsel in Defense
- 11:30am** **Coffee & Refreshment Break - Grand Ballroom Foyer**
Sponsored jointly by CARFAX, General Motors & Outsell
- 11:40am** **TRACK SESSIONS**
Paths to Promotion - Salon A
Heather Pridemore, Founder and Coach, Pridemore Coaching
- The (Female) Customer Journey - Salon B**
Sponsored by Cars.com
Cassidy Spring, Director of Business Intelligence & Data Science, Dealer World
- Personal Growth & Development - Salon F**
Dara Koenig, Founder, Changing Your Conversation
- Recharged Relationships: Mentorship, Sponsorship, Allyship - Salon G**
Andrea Schliessman, Head of Talent and Content Strategy, The RockED Company
- 12:30pm** **Coffee & Refreshment Break - Grand Ballroom Foyer**
Sponsored jointly by CARFAX, General Motors & Outsell
- 12:40pm** **Saturday Closing Keynote - Salons D&E**
Jodee O'Brien, Senior Partner, ActionCOACH and
Andy O'Brien, Global Senior Partner, ActionCOACH
- 1:25pm** **Awards/Prize Drawings and Closing Remarks**
- 1:30pm** **Conclusion/Box Lunches Available - Grand Ballroom Foyer**