



# **DRIVING FORWARD**

## Dealership Conference 2020

**Tuesday, March 17th, 2020**

Hyatt Place West Edmonton

7:30am - 11:45am



**LloydSadd**  
INSURANCE BROKERS



**NAVACORD**

# AGENDA

7:30am - 8:10am

Breakfast

8:10am - 8:15am

Welcome & Introduction

8:15am - 8:55am

**Brad Arsenault**  
**Is Your GPS Working?**  
**Creating a Roadmap for Business Succession**

8:55am - 9:35am

**Danielle Gorst**  
**Managing M&A Risk**

9:35am - 9:45am

10 Minute Break

9:45am - 10:25am

**Lana Leeb**  
**Mental Health in the Workplace**

10:25am - 10:35am

10 Minute Break

10:35am - 11:35am

**Gary Fenelli**  
**Dealer to Dealer - Driving the Ship**

11:35am - 11:45am

Closing Comments

**THANK YOU TO OUR SPONSOR**



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# OUR LINEUP



**Brad Arsenault**

**Is Your GPS Working? Creating a Roadmap for Business Succession**

Research indicates that only 30% of second generation family businesses succeed; the research is even bleaker for third generation businesses. How can that be possible with the complex advice available today? Experience shows that the majority of businesses drive forward on the road to “business succession” without a clear roadmap for success, causing the family members to look at the future with apprehension rather than anticipation. We will analyze the three most common obstacles to achieving a predictable future and successful business succession.



**Lana Leeb**

**Mental Health in the Workplace**

Destigmatizing mental illness and cultivating a psychologically safe workplace isn't just good business practice; it's now the law. This presentation will unpack employer obligations to prevent psychological injuries, pioneer wellness programs, and promote mental health. Once we understand the 5 pillars of a mental health program, we will be able to walk away with tangible strategies that can be used within our organizations. This session will also identify mental health challenges for entrepreneurs and business owners, challenging the notion that we need to “go at it alone”.



**Danielle Gorst**

**Managing M&A Risk**

M&A deals can be exciting and beneficial for both parties; however, any transaction contains unforeseeable risk. Our discussion will touch upon the questions that should be asked and how dealerships can reduce and transfer the risk of personal and corporate liability.



**Gary Fenelli**

**Dealer to Dealer – Driving the Ship**

Gary is a hands-on owner and an outstanding mentor and motivator who, through his leadership, created a brand that is regionally in the top three for customer retention. With 40 years experience in the automotive industry, Gary will share valuable lessons on how strong leadership, following your core values, and creating your culture are all keys to building a successful business.

## REGISTRATION INFORMATION

Lloyd Sadd is proud to host this exclusive event open to forward-thinking dealership owners and executives doing business in Alberta. Seating is very limited, so register early!  
A hot buffet breakfast will be provided.

**WHO SHOULD ATTEND?** This event is geared towards dealership owners and senior executives.

**COST:** As part of this value added service, this event is provided at no charge, by invitation only.

**BRING A GUEST!** We welcome you register up to two other dealership owners or senior executives in the Alberta region who would benefit from this event.

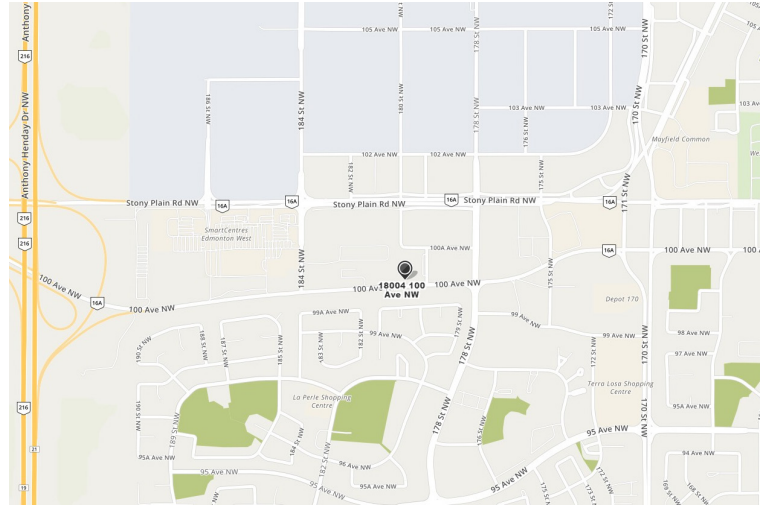
## ABOUT LLOYD SADD'S DEALERSHIP PROGRAM

Lloyd Saddle Insurance Brokers Ltd. is one of the largest providers of risk financing and risk reduction services for dealerships across Canada.

We partner with insurance carriers to provide a coverage and protection program designed specifically for dealerships. Our program has been in the marketplace for over 40 years and is recognized as being the top choice among franchised dealerships.

We are experts in the dealership risk management field, and we partner with our clients to help them succeed.

**- HYATT PLACE EDMONTON - WEST -**  
18004 100 Ave NW, Edmonton, AB T5S 2T6  
Complimentary On-Site Parking



**CLICK HERE TO REGISTER**



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