

CLASS SCHEDULE - INTERNET BATTLE PLAN XXII

Tuesday, August 8

7:30 - Breakfast & Registration

8:30 - 9:15 - **Mike Davenport** - Louisville Chevy Dude

9:15 - 10:00 - **Keynote - Pete Delongchamps & Gary Gaia** - Group 1 Automotive

10:00 - 10:30 Break - Networking

10:30 - 11:15 - **Greg Gifford** - DealerOn

11:15 - Noon - **Bill Wittenmyer** - eLead1One

Noon - 12:45 Lunch

12:45 - 1:30 - **Katti Fields & Rae Selvey** - Edmunds

1:30 - 2:15 - **Subi Ghosh & Bill Parlaman** - Stream Companies

2:15 - 3:00 - **Udo Misch** - PUK Digital

3:00 - 3:30 Break- Networking

3:30 - 4:15 - **Kerri Wise** - True Car

4:15 - 5:00 - **Joey Little** - AutoAlert

5:00 - 5:45 - **Mat Koenig** - BDA

5:30-7:30 Cocktail Reception - Food & Great Drinks

CLASS SCHEDULE - INTERNET BATTLE PLAN XXII

Wednesday, August 9

7:30 - Breakfast

8:30 - 9:15 - **Craig Lockerd & Arthur Bush** - AutoMax

9:15 - 10:00 - **Sean Stapleton** - Dealer Teamwork

10:00 - 10:30 Break - Networking

10:30 - 11:15 - **Laura Mellencamp** - Local Search Group

11:15 - Noon - **Elise Kephart Adame** - The Elise Kephart Experience

Noon - 12:45 Lunch

12:45 - 1:30 - **Cristina Carrera** - CF Search Marketing

1:30 - 2:15 - **Mark Conner** - Lotlinx

2:15 - 3:00 - **Shaun Raines** - DealerOn

3:00 - 3:30 Break- Networking

3:30 - 4:15 - **Brian Barlow** - Pick the Pineapple

4:15 - 5:00 - **Jay Skowron** - Dealer Defender