



JANUARY 20-22, 2016
FORT MYERS, FLORIDA

CONFERENCE PROGRAM

WEDNESDAY JANUARY 20 12:00PM START WELCOME TO ROI

BUCKLE-UP Lynne Edwards
SURVEY SAYS Adam Armbruster
SHORTS Roland Eckstein
PASSIVE RECRUITING Jake Winchell

COREY COVER & GEORGE IAMES

American
WeatherTech
Exteriors



2:00PM BREAK

ANDY HULCY Andy's Sprinkler

RICHES IN NICHES..... Jodi de Riszner
SALES GROOVE Adam Armbruster



JOHN CRANOR Manager's Circle



3:45-5:00PM | BREAKOUTS

6:00PM | SUNSET RECEPTION MARRIOTT MAIN POOL DECK

THURSDAY JANUARY 21 7:30 AM BREAKFAST 8:00 AM START

AUTOMOTIVE PROFIT MOTIVE
Adam Armbruster
with Steve Finlay, Wards



BOB POLLOCK
Serra Automotive



TRUE OPTIMIZATION, 1 Jake Winchell

9:45 AM BREAK

JOEY NEWTON
Stewart Martin Kubota



MISS MONEYBAGS Lynne Edwards
MILLENNIAL WOMEN Jodi de Riszner

BOB RAFFERTY
Rafferty Subaru



11:30 AM LUNCH BREAK

FORCED DISTRIBUTION
Craig Reumund & Jake Winchell

SHORTS Roland Eckstein
DIALED-IN David Eckstein

TERRY NICHOLSON
BizZoom, Clockwork



JOE LAUB
Laub & Laub Law



LEGAL PROCEDURES Adam Armbruster
PUREPLAY DIGITAL Jake Winchell

2:15-3:30PM | BREAKOUTS

6:00PM | ESA ANNUAL DINNER SHUTTLES TO SANIBEL ISLAND @ 5PM

FRIDAY JANUARY 22 7:30 AM BREAKFAST 8:00-9:15AM | BREAKOUTS

RICH YAGJIAN
Hunts Photo & Video



FUNNEL 2.0 Jodi de Riszner

10:15 AM BREAK

SHORTS Roland Eckstein
OBAMACARE EFFECT Adam Armbruster
TRUE OPTIMIZATION, 2 Jake Winchell
THE HOT CATEGORY Dave Eckstein
THAT'S A WRAP ESA Team

12:15PM | ROI2016 ENDS

BREAKOUTS

WEDNESDAY

Managers' Circle Adam Armbruster
Programmatic Profiling Jodi de Riszner
Creative Control Lynne Edwards
Recruit & Train Jake Winchell

THURSDAY

Art of Negotiation Adam Armbruster
Messaging Millennials Jodi de Riszner
Killer Qualifying Lynne Edwards
Forced Distribution Jake Winchell

FRIDAY

Managers' Circle Adam Armbruster
Programmatic Profiling Jodi de Riszner
Killer Qualifying Lynne Edwards
Recruit & Train Jake Winchell

ROI2016 EVALS

Please take a moment to complete your ROI2016 Evaluation. ESA will collect them Friday. Thanks!