



WELCOME

TO

DRIVE Las Vegas EXPO 2026

OWN YOUR FUTURE.
BUILD THE BUSINESS YOU DESERVE.

LEARN. CONNECT. GROW. CELEBRATE.

Own Your Future @ DRIVE EXPO 2026
Westgate Resort & Casino in Las Vegas
Pre EXPO Edge Tues. Sept. 22 & Wed. Sept. 23
DRIVE EXPO Thurs. Sept. 24 to Sat. Sept. 26

PRE EXPO In Person Workshops in Las Vegas at the Westgate

Tuesday September 22

8-10am & 10:30-12:30pm
Morning Sessions

PART ONE

AI Power Tools: A 2-Day Shop Owner's Bootcamp w/ Dan Vasquez **Conf. Room. 1**
Control the Chaos: A Shop Owner's Daily Game Plan w/ Larry Monroe **Conf. Room 4**

1:30-3:30p & 4-6pm
Afternoon Sessions

PART ONE

Claves Para Comprender Los Informes Financieros w/ Jesus Vargas **Conf. Room 1**
Parts Department Profit Machine w/ Mark Bagg **Conf. Room 4**

Wednesday September 23

8-10am & 10:30-12:30pm
Morning Sessions

PART TWO

AI Power Tools: A 2-Day Shop Owner's Bootcamp w/ Dan Vasquez **Conf. Room 1**
Control the Chaos: A Shop Owner's Daily Game Plan w/ Larry Monroe **Conf. Room 4**

1:30-3:30p & 4-6pm
Afternoon Sessions

PART TWO

Claves Para Comprender Los Informes Financieros w/ Jesus Vargas **Conf. Room 1**
Parts Department Profit Machine w/ Mark Bagg **Conf. Room 4**

EXPO Arrival Day

Wednesday September 23

5pm
Welcome get together
Westgate International Bar/first floor near main casino/cash bar

— GET READY TO —
LEARN,
NETWORK &
— HAVE THE —
BEST TIME
OF YOUR LIFE!

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Thursday September 24

EXPO KICKS OFF!

- 8am-5pm Registration open
- 9-10:30am Welcome to the EXPO!
General Session - Key Note **Ballroom A/B**
- 10:30-11am Break
- 11-12noon General Session continues **Ballroom A/B**
- 12-1:30pm Lunch
- 12-3pm Top 20 lunch & meeting (invitation only/all verticals) with Karla Vice **Room F**
- 1:30-3pm **DRIVE EXPO PRESENTATION Ballroom A/B**
THE DVI GOLDMINE with Todd Zurn and Phil Reddy
Unlocking the Hidden Profit Inside Every Digital Vehicle Inspection.
Now that cars are coming in, maximize revenue per visit through a stronger inspection process.

THE DVI GOLDMINE WHY THIS PRESENTATION MATTERS



Most shops already
perform Digital
Vehicle Inspections.



Very few **maximize**
them.



Learn how to **uncover**
needed work, improve
customer trust and
increase revenue from
vehicles already in
your bays.



- 3-3:30pm Break
- 3:30-5pm General Repair Roundtable **Ballroom A/B**
- 3:30-5pm Collision Roundtable **Room F**
- 3:30-5pm Truck/Tow Roundtable **Room G**

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Day 2 Friday September 25

- 9-10:30am General Session - Key Note Ballroom A/B
- 10:30-11am Break
- 11-12noon **DRIVE EXPO PRESENTATION Ballroom A/B**
STOP THE BLEED with Deanna Cole-Eure, Travis Sallee & Kris Bullinger
 Fixing the 5 Cash Flow Killers in Your Shop Starts Here. Financial stability is the foundation – nothing else works without it.
- 12-1:30pm Lunch
- 12:30-1pm DRIVE FACEBOOK LIVE from EXPO
- 1:30-2:30pm **DRIVE EXPO PRESENTATION Ballroom A/B**
THE CAR COUNT CODE with Tony Wisler & John Starkey
 Unlocking the System That Keeps Great Shops Consistently Full.
 With cash managed, the next priority is filling the shop consistently and predictably.
- 2:30-3pm Break
- 3-4pm **DRIVE EXPO PRESENTATION Ballroom A/B**
LEARN TO TRAIN TO KEEP THE BEST with Deanna Cole-Eure & Mark Baggett
 How Investing in People Turns Good Employees Into Long-Term Team Members.
 Once you're hiring right, invest in development so you stop losing the people you worked hard to find.

3 PRESENTATIONS. ONE ROADMAP TO A STRONGER SHOP.

Attend all three DRIVE EXPO presentations and build a stronger, more profitable shop.

1 STOP THE BLEED



Fixing the 5
Cash Flow Killers
in Your Shop

2 LEARN TO TRAIN TO KEEP THE BEST



How Investing in
People Turns Good
Employees Into
Long-Term Team
Members

3 THE CAR COUNT CODE



Unlocking the System
That Keeps Great
Shops Consistently
Full

4-5pm Owner2Owner Room F

4-5pm Owner2Owner - SPANISH LANGUAGE CLIENTS Room G

6-9pm **AWARDS DINNER! Ballroom A/B**



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Day 3 Saturday September 26

7-8:30am	Saturday Morning Breakfast Ballroom A/B
9-10am	Masters Panel with Larry Monroe Ballroom A/B
10-10:30am	Break
10:30-11:30am	PRESENTACIÓN EN DRIVE EXPO Room F El Código para Mantener el Taller Lleno La fórmula para atraer vehículos de manera constante y mantener tu agenda llena con Jesus Vargas and Uriel Mayorga Una vez que el flujo de efectivo está bajo control, la siguiente prioridad es mantener un flujo constante de vehículos que permita que el taller opere de manera predecible y rentable.
10:30-11:30am	DRIVE EXPO PRESENTATION Ballroom A/B HOW TO SURVIVE A TECH SHORTAGE with Erkan OZ & Dennis Goodhue Creative Ways to Attract and Keep Skilled Technicians. Increased car count and DVI workload require the right people – this builds the talent pipeline.
10:30-11:30am	DRIVE EXPO PRESENTATION Room G TRAINING IN THE ATTENTION AGE with Larry Monroe Capture Attention. Train with Purpose. Execute Without Compromise.
11:30-1pm	Lunch

**HIRE BETTER.
TRAIN BETTER.
GROW STRONGER.**

Because great shops are built by great people.

1-2pm	DRIVE EXPO PRESENTATION Ballroom A/B EXIT RICH with Dan Vasquez & Debbie Jennerjohn Building a Shop That Sells for Maximum Value Discover the key drivers that increase business value and create a more profitable exit.
1-2pm	DRIVE EXPO PRESENTATION Room F HIRE SMARTER: BEST PRACTICES FOR CONDUCTING AN INTERVIEW with Dennis Goodhue & Tony Wisler Interactive session with LIVE DEMOS/INTERVIEWS.

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Day 3 Saturday September 26 Continued...

- 2-2:30pm Break
- 2:30-3:30pm **DRIVE EXPO PRESENTATION Room G**
NAVIGATING CHANGE: THE MODERN COLLISION SHOP with Cassandra Croel & Gibran Munozcano
How Today's Leading Collision Shops are Adapting to Insurance Pressure, Digital Operations and Faster Repair Expectations.
- 2:30-3:30p **DRIVE EXPO PRESENTATION Room F**
TRANSPARENT BY DESIGN with Chris (Probst) Bierling
How Leading Shops Are Using Radical Transparency to Win Customers, Build Loyalty, and Outpace the Competition.
- 2:30-3:30p **DRIVE EXPO PRESENTATION Ballroom A/B**
THE AI READY SHOP with Phil Purnell & Dan Vasquez
A Practical Implementation Roadmap for Any Auto Repair Business.
With operations stabilized and a solid team in place, layer in AI to scale efficiently.
- 3:30-4pm General Session wrap-up **Ballroom A/B**
- 6-9pm **THEME PARTY! Ballroom A/B**
REP YOUR TEAM
Whether you're a die-hard football fan, baseball fanatic, basketball enthusiast or loyal supporter of your hometown team, this is your chance to show your colors. Throw on your favorite jersey, t-shirt, hat or full team gear and join fellow attendees for one of the most anticipated traditions of DRIVE EXPO.

That's a Wrap...See you
at DRIVE EXPO 2027!



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DRIVE EXPO 2026 FLOOR PLAN WESTGATE RESORT & CASINO

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The logo for DRIVE EXPO 2026 Las Vegas. It features the word "DRIVE" in a bold, sans-serif font, followed by "EXPO" in a much larger, bold, sans-serif font. Below "EXPO" is the year "2026" in a red, sans-serif font. To the right of "EXPO" is the text "Las Vegas" in a red, sans-serif font. The background of the logo is a collage of various financial charts, graphs, and data tables, suggesting a focus on investment and technology.

DRIVE
EXPO
2026
Las Vegas



**See you at
DRIVE EXPO 2027!**

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