

# Why Should You Attend CNCDA's Annual Convention?



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**Y**our time is incredibly valuable. So are your financial resources. That being the case, why should you invest the time and money in attending CNCDA's Annual Convention?

CNCDA provides a valuable opportunity to get you in a room with industry experts, your peers, association leadership and staff all the while providing resources to strengthen you professionally and further support your businesses. We understand that each of you has your personal and professional networks, but this opportunity is one that allows attendees to see the industry through the lens of CNCDA. A lens that is dedicated to protecting and promoting your businesses.

Everyone has their own reasons for attending various functions, but here are the top five reasons you shouldn't miss CNCDA's 2020 Annual Convention.

## 1. Valuable Information

There is something powerful to be said about feeding your brain and putting yourself in situations where you can gain a lot of different information from a lot of different sources in a short period of time. The content provided at CNCDA's Annual Convention continues to be the focal point of our marquee event. Every year we strive to find compelling and knowledgeable speakers who have a deep understanding of the automotive retail space. As California laws and regulations continue to swiftly evolve,

it's critical that we bring subject matter experts to you who can distill complex topics down into bite sized pieces of information that you can take back to your dealership to continue to run your businesses as effective and efficiently as possible, while remaining compliant.

## 2. Face-to Face Engagement

There is no substitute for seeing people and engaging with them face-to-face. This is critical to every aspect of career and business development, at some points in careers more so than others. But staying in touch and engaged is critical to what you do every single day in your dealerships. CNCDA's Annual Convention brings together more than 150 individuals from across the state including dealer principals, dealership employees, industry experts, association staff and leadership and provides an opportunity to engage with peers and enhance your touchpoints across the CNCDA network.

## 3. Location, Location, Location

While we continue to provide exceptional content, it is also important that we hold our Annual Convention somewhere that is attractive to our members. While you may find some locations to be more desirable than others, we want this to be a first-class event that provides you with beautiful views, luxurious accommodations, exceptional service and a memorable experience. You will not find less than that at CNCDA's Annual Convention.