



*Convention*  
**ADA**

June 12-15, 2022  
21c Museum Hotel  
Bentonville

**90 YEARS STRONG**  
1932—2022

**Arkansas  
Automobile  
Dealers  
Association**



April 8, 2022

TO: All AADA Members, Allied Members and Special Guests

It is indeed a pleasure to announce that AADA's 2022 Convention will be held at the 21c Museum Hotel, June 12-15, in downtown Bentonville, Arkansas. 21c combines a multi-venue contemporary art museum, boutique hotel, and chef-driven restaurant to seamlessly blend art and hospitality. It is home to The Hive restaurant, led by executive chef Matthew McClure, and an experience not to be missed.

The convention program will feature outstanding workshops and speakers. We'll hear an update on federal regulations, the latest EV news, and ways to protect your biggest investment, your dealership. With the support of our generous sponsors, two extraordinary evenings have also been planned for you. At the Chairman's Banquet, in the elegant surroundings of the Great Hall at Crystal Bridges, we will enjoy exclusive, private access to the museum and the following evening we'll take in the sunset from the top floor at the Momentary ... be ready to relax for a fun evening of food, your favorite libation and prizes too!

The afternoons have been left free for you to enjoy some optional activities. While a golf tournament has been planned on Tuesday afternoon at the Bella Vista Country Club for those wishing to play a round (registration is required), for those of you that don't take golf as seriously, try your luck at Top Golf. There is local shopping, numerous biking and hiking trails at nearby Crystal Bridges park and the Coler Mountain Bike Preserve, the Scott Family Amazeum for the kids, and Bentonville is the home of several coffee and chocolate roasteries. A schedule of events, registration form and list of optional activities is enclosed.

On behalf of Kathy and myself, I urge you to attend this year's convention and be sure to register all your key employees ... what a great perk. **REGISTER TODAY** ... and we'll see you in Bentonville!

Joe & Kathy Schluterman  
AADA Chairman and First Lady

Enclosures

JS/sh



# Schedule

## SUNDAY, June 12



3:00 pm Arrivals, Registration and Evening Welcome Reception

## MONDAY, June 13

8:00 am Breakfast

9:30 am - 12:00 pm Morning Workshops

- Bradley Miller, NADA Chief Regulatory Counsel
- Robert Davis, DHG, Understanding Compensation Litigation Test
- Jonathan Wells, KPA, Surviving an OSHA Visit

6:00 pm - 9:00 pm Chairman's Banquet—Crystal Bridges  
A night to remember!



## TUESDAY, June 14

8:00 am Breakfast

9:30 am - 12:00 pm Morning Workshops

- EV Summit
- Dealer Round Table Discussion

12:30 Golf Tournament—Bella Vista Country Club

6:00 pm - 9:00 pm Sunset Over Bentonville at the Momentary  
A fun evening for all—music, food, prizes & more!



## WEDNESDAY, June 15

7:00 am Breakfast To Go

Last chance to enjoy Northwest Arkansas!  
Optional activities list in welcome packet.

Departures



## SPONSORS

For sponsorship opportunities call Sherrie @ 501.372.2596 or email [shess@arkautodealers.com](mailto:shess@arkautodealers.com)







## AADA's Convention Headquarters

21c Museum Hotel

200 NE "A" Street, Bentonville, AR 72712

*Winner of TripAdvisor's Best "Hot New Hotel" in the US  
(and 4th best "Hot New Hotel" in the World).*



Book Directly for Special AADA Convention Rates

479.286.6500 or <https://book.passkey.com/e/50295169>



## Golf Tournament

Bella Vista Country Club

98 Club House Drive, Bella Vista, AR 72715

*Optional Activity—Registration Required*

Featuring long fairways flanked by mature trees, walkable terrain.  
Challenging and fun.



# REGISTRATION FORM



## NAME FOR BADGE\*

Dealers, Dealership Personnel, Allied Members, Sponsors (For Spouses and Children, see below)

Mr / Ms	First	Last	Dealership or Company	Email Address	Cell / Mobile Number
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

@ \$199 each = \$ \_\_\_\_\_

## NAME FOR BADGE

Spouses, Children 12-18, Under 12 Free

Mr / Ms	First	Last	Dealership or Company	Email Address	Cell / Mobile Number
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

@ \$99 each = \$ \_\_\_\_\_

## HOTEL ACCOMMODATIONS to be handled separately:

**21C Museum Hotel**  
**200 NE "A" Street, Bentonville, AR 72712**  
**479-286-6500**

Book Directly: <https://book.passkey.com/e/50295169>



**TOTAL** \$ \_\_\_\_\_

- ☐ Check Enclosed
- ☐ Send Invoice to Group  
Contact Listed Below

## \*GROUP CONTACT INFORMATION

If the group contact person below will be responsible for all inquiries, arrangements, and schedule notifications for all listed registrants above, please check here: ☐

Mr / Ms	First	Last	Dealership or Company	Email Address	Cell / Mobile Number
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Mailing Address	City	State	Zip Code
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**Registration fees include scheduled convention events and meals.**  
**'Optional' activities are not included.**





## AADA Convention Golf Tournament Registration Form

*Optional Activity, Registration Required*

**Bella Vista Country Club**  
**98 Club House Drive, Bella Vista, AR 72715**  
**Tuesday, June 14, 2022, 12:30 pm (1:00 pm tee time)**  
**\$75 Green Fee, Includes Cart**

### Contact Information:

Name Handicap

Name Handicap

Name Handicap

Name Handicap

Name Handicap

Name Handicap

Name Handicap

Name Handicap

Dealership or Company

Group Contact Name

Group Contact Phone

Group Contact Email

**RETURN TO**

**AADA**

**shess@arkautodealers.com**

**FAX 501.372.4389**



# Optional Activities

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Be sure to check out [visitbentonville.com](https://www.visitbentonville.com) for more information.

Just a few possibilities ...

1. **Crystal Bridges Museum**, 600 Museum Way, Bentonville 72712, 479.418.5700, [crystalbridges.com](https://www.crystalbridges.com) (closed Tuesday)
2. **Amazeum**, 1009 Museum Way, Bentonville 72712, 479.696.9280, <https://www.amazeum.org>, (closed Tuesday)
3. **Onyx Coffee Lab**, 100 NW 2nd Street, #106, Bentonville 72712, 479.715.6492, [onyxcoffeelab.com](https://www.onyxcoffeelab.com)
4. **8th Street Market**, 801 SE 8th Street, Bentonville 72712, [8stmarket.com](https://www.8stmarket.com)
5. **Top Golf**, 3919 S. JB Hunt Drive, Rogers 72758, 479.257.9330, [topgolf.com](https://www.topgolf.com)
6. **Coler Mountain Bike Preserve**, 2500 NW 3rd Street, Bentonville 72712, 479.364.0168, [visitbentonville.com](https://www.visitbentonville.com)
7. **Spice & Tea Exchange**, 109 SE "A" Street, Bentonville 72712, 479.254.9900, [spiceandtea.com](https://www.spiceandtea.com)
8. **Thaden Field**, 2205 SW "I" Street, Bentonville 72712, 479.254.0817, [thadenfield.com](https://www.thadenfield.com)
9. **Compton Gardens**, 312 N. Main Street, Bentonville 72712, 479.254.3870, <https://www.peelcompton.org>
10. **Museum of Native American History**, 202 SW "O" Street, Bentonville 72712, 479.273.2456, <https://www.monah.org> (closed Sunday)
11. **The Momentary**, 507 SE "E" Street, Bentonville 72712, 479.271.9153, [themomentary.org](https://www.themomentary.org) (closed Monday)
12. **Wal Mart Museum**, 105 N. Main, Bentonville 72712, 479.273.1329, [walmartmuseum.com](https://www.walmartmuseum.com)
13. **Markham & Fitz**, 801 SE 8th Street, Suite 45, Bentonville 72712, 479.234.4658, [markhamandfitz.com](https://www.markhamandfitz.com)
14. **The Peel Museum & Botanical Gardens**, 400 S. Walton Blvd., Bentonville 72712, 479.273.3636, [peelcompton.org](https://www.peelcompton.org)

## Happy Exploring!





# It's Time to ENJOY Northwest Arkansas!



## SPONSORS

