

VeriFacts Automotive 2015 Symposium

All For One - - The Consumer

AGENDA

SUNDAY, February 22, 2015

REGISTRATION – BALLROOM HALLWAY

3:00 PM – 6:00 PM

Exhibitor Set-UP

MONDAY, February 23, 2015

REGISTRATION – BALLROOM HALLWAY

7:30 AM – 12:45 PM

OPTIONAL BONUS SEMINARS:

CLIPPER ROOM

8:00 AM – 8:45 AM: Increasing Recycled & Alternative Part Usage

Jeff Schroder, President

- Car-Part.com

9:00 AM – 9:45 AM: VeriFacts Facts

Nancy Fiorino, National Sales Director

Steve Dapolito, Operations Manager

- VeriFacts Automotive

10:00 AM – 11:00 AM: Honda Repair

Requirements

Chris Tobie, Diagnostic Developer – Collision Re-Think Project

- American Honda

11:15 AM – 12:00 PM: Eco Repair Systems

Bryan Robaina, Manager

- Robaina Direct

Dave Flockhart, Manager

- Eco Repair Systems of North America

REPEAT OF 8:00 AM SEMINAR:

12:00 PM – 12:45 PM: Increasing Recycled & Alternative Part Usage

Jeff Schroder, President

- Car-Part.com

Restaurants at the Balboa Bay Resort include:

The BLEND café

Open: 6am – 7pm

WATERLINE

Open: 6:30am – 10pm

A&O KITCHEN & BAR

Open: 11am - midnight

PLEASE note that you are
ON YOUR OWN for LUNCH
before the
GENERAL SESSION at 1pm

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Day 1

MONDAY, February 23, 2015

GENERAL SESSION: BALLROOM

1:00 PM: Welcome!

Farzam Afshar, CEO, VeriFacts Automotive

1:30 PM: Industry Overview from Top Information Providers

Greg Horn, President Industry Relations

- Mitchell International

Rick Tuuri, Vice President Industry Relations

- AudaExplore, A Solera Company

2:15 PM: My Mistake Gone Right

Mike Anderson, President, Collision Advice

Dan Dutra, President

- Sigs Body Shop

Aidan Quinn, Strategist & AVP Claims Global Strategist

- Formerly with: Bristol West & AIG Insurance

Doug Craig, Technical Application Engineer & Collision Industry Liaison

- Lord Fusor (former Chrysler engineer specialists)

3:05 PM: BREAK / EXHIBITORS

3:45 PM: Self-Directed Quality (why VeriFacts?)

Dan Dutra, President

- Sigs Body Shop

Steve Dapolito, Operations Manager

- VeriFacts Automotive

4:10 PM: How to Get Your Customers to Rave About You on Yelp

Morgan Remmers,

Manager of Local Business Outreach

- Yelp

4:50 PM: Consumer Unawareness

Leigh Guarnieri,

ProFirst Certified Marketing Manager

- American Honda

Mark Olson, COO,

- VeriFacts Automotive

5:15 PM: In Sync-Game Show

George Avery, Claim Consultant

- State Farm Insurance

Kathy Mello, President and

Jason Cocco, General Manager

- TGIF Body Shop

Ron Vincenzi, President and

Dan Vincenzi, Shop Manager

- Oakland Autobody

Joe Amodei, President and

Joey Amodei, General Manager

- The Collision Centers of New York

Anthony Lofrano, President and

Aaron Lofrano, Development Coach & Trainer

- F. Lofrano & Son

6:30 PM: RECEPTION / ENTERTAINMENT

Aidan Quinn & Christine Stay

- Friction Farm

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DAY 2

TUESDAY, February 24, 2015

7:00 AM – 8:00 AM: Continental Breakfast

GENERAL SESSION: BALLROOM

8:00 AM: Welcome Back!

Mark Olson, COO, VeriFacts Auto

Kristen Felder, CEO, Collision Hub

8:15 AM: High Touch Front Line

Jim Will, Vice President of Claims

- Automobile Club of Southern California (AAA)
Diane Ross Webster,
Claims Service Representative II, AAA
Jessica Macias,
Claims Service Representative II, AAA
Natalie Rollins,
Claims Service Representative III, AAA
Terry Nguyen, APD Appraiser, AAA
Cesar Rodriguez, Service Advisor
Honda World Body Shop
Rick Rodman, Service Advisor
Caliber Collision of Mission Viejo

9:15 AM: Triple Win

Mark Olson, COO, VeriFacts Automotive

- Nicholas Notte, COO & Co-Owner
- International Paintless Dent Repair
Kurt Lammon, President
- Urethane Supply Co.
Douglas Gan, President & CEO
- Airbag Sollutions

10:00 AM: BREAK / EXHIBITORS

10:30 AM: My Price Link

Sean Carey, President

- SCG Management Consulting
Kris Mayer, General Director, Wholesale Dealer Channel
- General Motors Co.

11:00 AM: Predictive Modeling

Rick Leos, Body & Collision Development

- Toyota Motor Sales USA

11:30 AM: LUNCH / EXHIBITORS

12:30 PM: Sharing the Road, Claims & Repair Experience

Sean Carey, President,

- SCG Management Consultants
Steve Osborne, Assistant Vice President
- American Honda
Rick Leos, Body & Collision Development
- Toyota Motor Sales USA
Benito Cid, Collision Business Manager
- Mercedes Benz USA
John Eck, Manager, Wholesale Dealer Channel
- General Motors Co.
Andy MacDonald,
Body Repair Program Manager
- Tesla Motors, Inc.

1:30 PM: What Keeps the Insurance Commissioner up at Night?

Dave Jones, Insurance Commissioner

- State of California

2:15 PM: BREAK / EXHIBITORS

2:45 PM: Meet the Partners and Be One

Roger Wright, CEO, Vector Company Consulting

Kristen Felder, CEO, Collision Hub

- George Avery, Claim Consultant,
 - State Farm Insurance
- Christopher Sestito, Claims Senior Manager
 - Safeco Insurance
- Patrick Burnett, AVP of Property & Casualty MD Claims
 - Nationwide Insurance
- Steve Osborne, Assitant Vice President
 - American Honda
- Andy MacDonald, Body Repair Program Manager
 - Tesla Motors, Inc.
- Brook Bradley, Director of Sales & Admin
 - Craig's Collision Centers
- Shelly Bickett, CFO
 - Fix Auto USA

3:45 PM: Partnership Magic

Gregory Wilson, Secret Source Entertainment

4:45 PM: Closing

Farzam Afshar, CEO, VeriFacts Automotive