

VeriFacts Automotive 2016 Symposium
All For One - - The Consumer
AGENDA

MONDAY, February 22, 2016

REGISTRATION – BALLROOM HALLWAY

3:00 PM – 6:00 PM

Exhibitor Set-Up

TUESDAY, February 23, 2016

REGISTRATION – BALLROOM HALLWAY

7:30 AM – 12:45 PM

PRE-SYMPOSIUM SEMINARS:

MARINER ROOM

8:00 AM – 8:45 AM: Symach

9:00 AM – 9:45 AM: VeriFacts

10:00 AM – 10:45 AM: Car-part.com

11:00 AM – 11:45 AM: Robaina Direct



VERIFACTS AUTOMOTIVE
Symposium 2016 - ALL FOR ONE - - THE CONSUMER!

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Day 1

TUESDAY, February 23, 2016

GENERAL SESSION: BALLROOM

1:00pm – 1:20pm: **Welcome**

Farzam Afshar, CEO, VeriFacts Automotive

1:20pm – 1:30: **Fireside Conversation**

Sean Carey, President, SCG Management Consultants

1:30pm – 1:45pm: **Special Award to Volvo Cars USA**

1:45pm – 2:15pm: **The Industry Ecosystem & Sustainability.**

Everyday work that has global effects.

Mike Shesterkin, General Manager, What's Next

2:15pm – 2:45pm: **What You Don't Know, You Don't Know!**

Unearthing the unknown.

Mike Anderson, President, Collision Advice

2:45pm – 3:15pm: Break / Networking / Exhibitors

3:15pm – 4:00pm: **Are we Treating Cars like Appliances?**

Moderated by:

Mark Olson, COO, VeriFacts Automotive

Panelists:

George Avery, Property & Casualty Consultant, State Farm Insurance

Leigh Guarnieri, Pro-First Certified Marketing Manager, Honda Motors USA

Kurt Lammon, President, Urethane Supply Co.

Scott McKernan, President, #1 Vinyl & Leather Repair

Tim O'Day, President & COO, Gerber Collision & Glass

Bryan Robaina, General Manager, Robaina Direct

4:00pm – 5:00pm: **The Evolving Customer**

Moderated by:

Kristen Felder, CEO, Collision Hub

Panelists:

Jose Costa, Group President, Driven Brands

CJ Przybyl, President, Snapshot

Curtis Nixon, President, Update Promise

5:00pm – 5:45pm: **Dating Game**

Moderated by:

George Avery, Property & Casualty Consultant, State Farm Insurance, is at it again! He is playing match-maker this time.

Contestants:

Mark Allen, Collision Programs Specialist, Audi

Chris Sestito, claims Senior Manager, Safeco Insurance

Randy Stabler, President, Pride Auto Body

Morgan Remmers, Senior Manager of Local Business Outreach, Yelp, Inc.

6:30pm – 9:00pm: Evening Reception



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DAY 2

WEDNESDAY, February 24, 2016

6:30am – 8:00am:

Continental Breakfast / Networking / Exhibitors

GENERAL SESSION: BALLROOM

8:00am – 8:15am: *Welcome Back!*

Mark Olson, COO, VeriFacts Automotive

Kristen Felder, CEO, Collision Hub

8:15am – 8:45am: *Diminished Value*

The dissection of the diminished value . . .

Kevin Gardiner, Claims Regional Manager, Automobile Club of Southern California

8:45am – 10:30am: *A New Model of Integrity: A Life-Changing View*

Keynote Speaker:

Michael C. Jensen, Ph.D. Jesse Isidor Straus Professor of Business Administration, **Harvard Business School.**

10:30am – 11:00am: *Break / Networking / Exhibitors*

11:00am – 11:15am: *Special AWARD*

11:15am – 12:00pm: *Technology is Knocking on Your Door!*

Modern advances . . .

Moderated by:

Mike Anderson, President, Collision Advice

Gregory Gray, VP Sales & Operations, VeriFacts Automotive

Panelists:

Mark Allen, Collision Programs Specialist, Audi of America

Robert Bumpus, Collision Program Manager, Karma Automotive

John Eck, Collision Manager Wholesale Dealer Channel, General Motors Co.

Leigh Guarnieri, Pro-First Certified Marketing Manager, Honda Motors USA

Rick Leos, Body & Collision Development, Toyota Motor Sales USA

Gabriel Morley, Insurance Manager, BMW of North America

12:00pm – 12:30pm: *Cyber Security & Autonomous Vehicles*

Will these new cars get hacked?

Special Guest Speaker:

Karl Heimer, Founder/Partner, AutoImmune, Special Advisor for Cybersecurity for the State of Michigan Economic Development Corporation

12:30pm – 2:00pm: *LUNCH / Networking / Exhibitors*



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DAY 2

WEDNESDAY, February 24, 2016

2:00pm – 3:00pm: *What is required of today's collision center to participate in insurance DRP and OEM Certification?*

Moderated by:

Sean Carey, President, **SCG Management Consultants**

Gregory Gray, VP Sales & Operations, **VeriFacts Automotive**

Panelists:

George Avery, Property & Casualty Consultant, **State Farm Insurance**

Patrick Burnett, AVP Property & Casualty Material Damage Claims, **Nationwide Insurance**

Steve Hobbs, Material Damage Supervisor, **Wawanesa Insurance**

Marcos, Ehmann, Wholesale, Body & Paint, Insurance Manager, **BMW of North America**

Leigh Guarnieri, Pro-First Certified Marketing Manager, **Honda Motors USA**

Rick Leos, Body & Collision Development, **Toyota Motor Sales USA**

Kris Mayer, General Director - Dealer Wholesale Channel, **General Motors Co.**

Erica Schaefer, Mopar Parts Collision Marketing Portfolio, **Fiat Chrysler Automobiles**

3:00pm – 3:30pm: Break / Networking / Exhibitors

3:30pm – 4:30pm: *Exponential Disruption*

Special Guest Speaker:

Francisco Palao, Ph.D. in Artificial Intelligence, COO, **ExO Works**. Award winning innovator

4:30pm – 5:30pm: *What Keeps you Up at Night?*

Moderated by:

Kristen Felder, CEO, **Collision Hub**

Panelists:

Mike Anderson, President, **Collision Advice**

Erick Bickett, Founder & CEO, **Fix Auto USA**

George Avery, Property & Casualty Consultant, **State Farm Insurance**

Doug Craig, Technical Application Engineer & Collision Liaison, **Lord Corporation**

Rick Leos, Body & Collision Development, **Toyota Motor Sales USA**

Mark Olson, COO, **VeriFacts Automotive**

5:45pm – 6:00pm: CLOSING REMARKS

