



# AGENDA

## Monday, May 13

5:00p -7:30pm

Welcome Reception

## Tuesday, May 14

*(Times TBC)*

6:30am-7:20am

BREAKFAST (sponsored by Brandt Industries USA)

7:30am-8:30am

Welcome and Overview of Conference  
Kickoff Session: Jerry Revich, Goldman Sachs

8:40am-9:40am

Understanding GenZ  
Giselle Kovary, n-gen People Performance

9:40am-10:15am

BREAK (sponsored by TAG Manufacturing)

10:15am-11:15am

Dealer Only Session - Roundtable: P4P  
(Tim Worthington, Martin; Brad Reid, 4Rivers;  
and TBD)

11:15am-12:25pm

LUNCH (sponsored by Assurant Commercial  
Equipment)

## Wednesday, May 15

*(Times TBC)*

6:45am-7:45am

BREAKFAST (sponsored by Ritchie Bros)

8:00am-9:00am

Human Leadership & AI  
Logan Thompson (Potential Project)

9:00am-9:40am

BREAK

9:45am-11:15am

Dealer Only Session plus Rental Roundtable  
(Dennis Howard, RDO; Mike Ortiz, Doggett;  
Jim Behrenwald, AIS)

11:15AM Departures/Boxed Lunch

# AGENDA

**12:30pm-1:25pm & 1:30pm-2:25pm**

**Concurrent Sessions:**

AI in Dealerships

&

Speaker TBD

**2:30pm-3:05pm**

*BREAK (sponsored by TAG Manufacturing)*

**3:10pm-4:15pm**

KEYNOTE SPEAKER: Steve Cadigan

Acquisition, Retention, Engagement: Your Most  
Valuable Asset