

Wednesday, October 23, 2024

4:00 PM – 6:00 PM PDT
(5:00 PM – 7:00 PM MDT)

Badges & Beer Pre-Conference Welcome Reception

Thursday, October 24, 2024

7:00 AM – 8:30 AM PDT
(8:00 AM – 9:30 AM MDT)

Breakfast & Exhibits

7:00 AM – 5:30 PM PDT
(8:00 AM – 6:30 PM MDT)

Registration Open

7:15 AM – 6:00 PM PDT
(8:15 AM – 7:00 PM MDT)

Community Service Engagement - Foundation for Hospital Art

Join us in transforming hospital environments through the power of art! In this activity, you will collaborate to paint murals and create individual pieces of artwork that will be displayed in local hospitals. The Foundation for Hospital Art is dedicated to softening the harsh hospital environment with colorful artwork, and your contributions will help bring beauty and hope to those in medical facilities.

8:00 AM – 9:25 AM PDT
(9:00 AM – 10:25 AM MDT)

AUT2401. Opening Remarks | Chair's Welcome & Introductions | Future of Automotive Retail

Steve Greenfield - *General Partner | Automotive*

Ventures

The pace of change across the automotive landscape is accelerating. But initiatives like electrification and autonomy are facing headwinds and costing automakers billions of dollars in losses. What does the next 5 to 10 years look like, and what are the implications for franchise dealers?

Learning Objectives:

- Understand the trends facing the retail automotive industry
- Understand what implications these trends may have on franchise dealers over the next 5 to 10 years

9:35 AM – 10:25 AM PDT
(10:35 AM – 11:25 AM MDT)

AUT2402. Advancing Women - Lessons Learned from Other Industries

Monica Dalwadi - *Managing Principal - DC Metro Region | Baker Tilly*

In this session, we will discuss historic challenges to advancing women in the automotive industry, including work/life integration, promotion opportunities, "token" concepts, and role models as well as mentors within organizations.

This is an interactive session with a significant amount of table discussion and storytelling.

We'll also share stories of successes in various industries and discuss how to apply them in your organization.

10:25 AM – 11:00 AM PDT
(11:25 AM – 12:00 PM MDT)

Networking Break & Exhibits

10:30 AM – 10:55 AM PDT
(11:30 AM – 11:55 AM MDT)

AUT24TD01. Tech Demo #1: Breaking Barriers to Financial Performance, presented by DealerOps

Mark Begley - *Chief Revenue Officer | DealerOps*

How Dealerships Can Unlock Real-Time Insights, Break Down Data Silos, and Future-Proof Financial Operations

11:00 AM – 12:15 PM PDT
(12:00 PM – 1:15 PM MDT)

AUT2403. A&A Update 2024

Lindsay Conley - Partner | Forvis Mazars

Jon Hansen - Partner | Forvis Mazars

In this session we will cover both recently issued accounting and auditing guidance, and updates to previously issued guidance. The session will cover how these standards and updates will impact dealerships when considering both year-end close and year-end accounting with their external accountants and auditors. Also included will be an overview of the agendas of different standard-setting groups, including the FASB and SEC/PCAOB, and a look at recent activity by the FASB's Private Company Council.

Learning Objectives:

- Obtain familiarity with recently issued accounting standards and their potential impact on dealerships
- Identify how these recent standards, and previously issued standards, will impact accounting for your business
- Become familiar with ongoing activity at relevant standard-setters that could have a future impact on dealerships

12:15 PM – 1:15 PM PDT
(1:15 PM – 2:15 PM MDT)

Networking Lunch

1:15 PM – 2:30 PM PDT
(2:15 PM – 3:30 PM MDT)

AUT2404. HR Strategies & The Road to Success at Your Dealership Group

Horace McCormick - EVP and Chief Human Resource Officer | Anderson Automotive Group

Laura Coon - Director of People | Gee Automotive

Suzanne Malo - Managing Director | Forvis Mazars

Kris Coombs - Head of HR | Del Grande Dealer Group

Change is inevitable, especially in the auto industry. Whether it be a new generation entering the workforce or ongoing merger and acquisition activity, there are endless opportunities for growth—and no space for complacency.

Stay ready and drive your dealership group forward with a panel moderated by Suzanne Malo, Managing Director of Executive Search at Forvis Mazars. Our panelists, human resources directors with mid-size family-owned groups, will discuss their experiences with the people side of acquisition integration and offer helpful tips to maintain HR consistency across multiple stores, such as best practices for hiring, retention, risk, healthcare, and more.

In addition, hear first-hand accounts of how others navigate two critical people management groups—long-standing generations that have been at their dealership group for decades and new employees entering the workforce—and implement HR strategies to align with their dealership group’s business goals.

Learning Objectives:

- Utilize strategies for HR consistency as your dealership group acquires new business or undergoes a transition in its workforce or leadership.
- Implement proactive talent retention plans to find the best and brightest people for your organization
- Identify ways to communicate effectively with your current teams during acquisition integrations

1:15 PM – 2:30 PM PDT
(2:15 PM – 3:30 PM MDT)

AUT2405. Banker Panel

Tim Kelley - Senior Vice President | Bank of America

Tyrrell Fortier - Vice President, Finance and Accounting |
Excela Protect

Brian Frank - Senior Vice President, Relationship
Manager | Truist Bank

Janet Kuzdzal - JPMorgan Chase Bank

This session will cover various components of financial services in the automotive industry. A panel made up of three bankers, from both regional and national banks, with unique perspectives on the automotive industry financial services, will be asked questions by a moderator in Q&A format. Questions from the audience will be encouraged.

Learning Objectives:

- Analyze how financial institutions view the current automotive landscape
- Identify how financial institutions underwrite client transactions

2:40 PM – 3:55 PM PDT
(3:40 PM – 4:55 PM MDT)

AUT2406. CFO Panel

Laura Carlisle - Chief Financial Officer | Holman

Joseph McAllister - CFO | Gurley Leep Automotive

Mark Borkowicz - CFO | Serra Automotive

Trey Knapp - Chief Financial Officer | Sewell Automotive
Companies

This session will cover various issues faced by automotive CFO's today. A panel made up of three CFO's, all with differing backgrounds and perspectives on the industry, will be asked questions by a moderator in Q&A format. Questions from the audience will be encouraged.

Learning Objectives:

- Analyze the challenges a typical automotive CFO might face, including maintaining dealer profitability, accessing and managing risks, and overseeing asset management
 - Identify how to effectively manage interactions between operations and accounting
 - Navigate macro-economic challenges facing dealerships (inflation, interest rates, OEM relations, etc.)
-

3:55 PM – 4:30 PM PDT

(4:55 PM – 5:30 PM MDT)

Networking Break & Exhibits

4:00 PM – 4:25 PM PDT

(5:00 PM – 5:25 PM MDT)

AUT24TD02. Tech Demo #2

4:30 PM – 5:20 PM PDT

(5:30 PM – 6:20 PM MDT)

AUT24SS01. Dealership Cybersecurity: Lessons from 2024 & Expectations for 2025, presented by Helion Technologies

Erik Nachbahr - *President & Founder | Helion Technologies Inc.*

In 2024, it became glaringly obvious that automotive dealerships are not immune to cyberattacks – regardless of their size. This session dives into the key cybersecurity threats that have shaped the past year and looks ahead to the emerging threats and strategies of 2025. It will equip dealerships with the knowledge and tactics needed to safeguard their operations against the evolving methods of cybercriminals, ensuring dealership security, productivity, and customer confidence.

Learning Objectives:

- Understand Dealership Vulnerabilities & Emerging Threats: Attendees will gain a better understanding of the most significant cybersecurity vulnerabilities facing dealerships in 2024, examining the causes, impacts, and lessons learned to better prepare for future challenges.
 - Develop Proactive Cyber Defense Approaches: Attendees will learn about the latest cybersecurity trends and technologies expected in 2025, enabling them to develop and implement effective strategies to protect their dealerships from emerging cybersecurity tactics.
-

4:30 PM – 5:20 PM PDT

(5:30 PM – 6:20 PM MDT)

AUT24SS02. Sponsored Solution Session #2, Solutios

Friday, October 25, 2024

7:30 AM – 8:00 AM PDT

(8:30 AM – 9:00 AM MDT)

Breakfast & Exhibits

7:30 AM – 4:30 PM PDT

(8:30 AM – 5:30 PM MDT)

Registration Open

8:00 AM – 9:25 AM PDT

(9:00 AM – 10:25 AM MDT)

AUT2407. NADA Update

Geoffrey Pohanka - *Immediate Past Chair, NADA |*

Pohanka Automotive Group

9:35 AM – 10:25 AM PDT

(10:35 AM – 11:25 AM MDT)

AUT2408. Economic and Auto Market Update

Jonathan Smoke - *Chief Economist | Cox Automotive*

In this session, Jonathan Smoke will review the current state of the US economy and what slowing growth, high rates, and growing uncertainty will mean for the vehicle market through the rest of 2024 and next year. He will review the trends that directly impact vehicle demand, including job growth, inflation, consumer credit, and interest rates, and will share the current market conditions for both new and used cars. He will demonstrate how issues such as affordability, new vehicle supply, loan rates, and consumer sentiment affect retail vehicle demand. He will review the latest market conditions for both new and used cars, including pricing, supply, and the industry shift to electrification. The session will close with a review of forecasts including potential impacts from the U.S. election.

Learning Objectives:

- Identify impact of macro economic trends on vehicle demand
 - Assess the role of affordability on changing demand and supply in the vehicle market
 - Estimate state of balance between supply and demand in the auto market
 - Predict future market conditions and election outcome scenarios likely implications for the vehicle market
-

10:25 AM – 11:00 AM PDT
(11:25 AM – 12:00 PM MDT)

Networking Break & Exhibits

10:30 AM – 10:55 AM PDT
(11:30 AM – 11:55 AM MDT)

AUT24TD03. Tech Demo #3

11:00 AM – 11:50 AM PDT
(12:00 PM – 12:50 PM MDT)

AUT2409. Impacts of Social Inflation on Dealers' Liability Insurance and Fraud Attitude Shifts in the Industry

Allen Kirsh - Senior Vice President, Head of Claims,
Judicial, and Legislative Affairs | Zurich North America

Delpha DiGiacomo - Head of Zurich Claims
Investigative Services | Zurich North America

Insurance fraud remains a critical concern, with a staggering \$308 billion annually attributed to fraudulent claims, according to the Coalition Against Insurance Fraud. Beyond the financial implications, social attitudes towards insurance fraud are also evolving, influencing the broader insurance landscape, how juries view insurance and how this drives social inflation. The session will also address what is driving social inflation in claims litigation.

Learning Objectives:

- Understand Shifting Attitudes Towards Insurance and Fraud: - Public perception of insurance fraud is changing, with increasing awareness and perhaps tolerance in some circles. This shift can influence both the frequency and severity of fraud. - The evolving mindset towards fraud can affect how claims are reported, investigated, and settled.
- Impact on Commercial Customers and Social Inflation: - There is a rising cost to insurance claims due to a variety of societal factors, including fraud attitudes and legal system abuse. As social attitudes shift, the propensity for larger verdicts and settlements increases, driving social inflation.
- Mitigating the Effects of Social Shifts: There are multiple factors we can take into consideration today that can help to reduce costs, engage your carrier partner earlier, and create an environment where you are on the offensive of these issues.

11:00 AM – 11:50 AM PDT
(12:00 PM – 12:50 PM MDT)

AUT2410. The ROI of Conversational Data

Josselyn Boudett - *Chairman and Founder | STELLA Automotive*

Rich Sands - *CEO | STELLA Automotive*

In this session, we will look at the impact machine learning systems can have on the bottom line, from reducing the amount of software needed to automated workflows and workforce adaptation. A presentation of customer engagement AI will include what early outcomes are being accomplished, and what to expect from AI in the future.

Learning Objectives:

- Gain a better understanding of AI and the value of intelligent systems
- View samples the ROI of AI at a dealership and group level
- View examples of conversational AI and the impact it has on customer engagement
- Learn about emerging AI and the risks and benefits of engaging

11:50 AM – 12:50 PM PDT
(12:50 PM – 1:50 PM MDT)

Networking Lunch

12:50 PM – 1:40 PM PDT
(1:50 PM – 2:40 PM MDT)

AUT24SS03. Finding Opportunity: Identifying Specialty Tax Incentive Triggers, presented by Capstan Tax Strategies

Jacob Wood - *Director | Capstan Tax Strategies*

Specialty tax savings abound these days, and a thoughtful CPA doesn't want to overlook any potential benefit. How can you be sure you're identifying all appropriate incentives for your dealership clients?

Materials supplied by those very clients often contain clues to prospective opportunities. If you can recognize these clues, you can unlock unrealized potential. This session will include the review of multiple (anonymized) client-supplied documents, including AIAs, Depreciation Schedules, and Settlement Sheets.

Learning Objectives:

- Evaluate cost-segregation related materials for additional opportunities or complexities

- Understand the relationship between renovations and the TPRs and what client materials will be helpful in leveraging the regulations
 - Recognize 179D Deduction opportunities by analyzing broken-out line items
-

12:50 PM – 1:40 PM PDT

(1:50 PM – 2:40 PM MDT)

AUT24SS04. The Impact of Rising Repair Costs At The Dealership and on Reinsurance, presented by Portfolio

Alan Pouyat - *President/Reinsurance Specialist | Resources Management Group/Portfolio*

Rob Walker - *Managing Director | Portfolio*

We will review and analyze the impact of rising repair costs and their direct influence on claims within a reinsurance company. Actuarial data will be presented in support industry trends that span over several Key Performance Indicators(KPI) that are commonly used to insure the overall profitability of a dealer reinsurance program.

Learning Objectives:

- Understanding how the increase in claims costs(parts & labor) affects dealership reinsurance programs.
 - How to best be prepared in adjusting to a rise in claims cost to dealership reinsurance.
-

1:50 PM – 2:40 PM PDT

(2:50 PM – 3:40 PM MDT)

AUT2411. The Evolving Dealership M&A Landscape: Trends, Challenges, and Expectations for 2025

Alan Haig - *President | Haig Partners*

In this session, we will delve into the latest trends shaping the dealership buy-sell market. This year has witnessed record-breaking M&A activity, reflecting robust buyer and investor demand despite a backdrop of evolving challenges. While dealership profits remain strong, they continue to decline, creating a nuanced landscape for transactions.

We will explore how higher costs, the uncertainties of an election year, the rise of electric vehicles (EVs), and higher interests, among other trends, are impacting dealership values. Additionally, we will discuss the recent CDK cyberattack that affected 15,000 dealership locations over the summer, examining its implications from the buy-sell perspective.

Join us to gain valuable insights into navigating these trends and making informed decisions when looking at dealership buy-sells.

Learning Objectives:

- Evaluate factors impacting dealership valuations
 - Identify opportunities to maximize value of the business through acquisition or divesting
 - Formulate strategies to navigate the evolving auto retail market conditions heading into 2025
 - Understand dealership buy-sell valuation methodologies
-

2:40 PM – 3:15 PM PDT
(3:40 PM – 4:15 PM MDT)

Networking Break & Exhibits

2:45 PM – 3:10 PM PDT
(3:45 PM – 4:10 PM MDT)

AUT24TD04. Tech Demo #4

3:15 PM – 4:30 PM PDT
(4:15 PM – 5:30 PM MDT)

AUT2412. Dealership Focused Tax Update 2024

Jennifer Keller - *Senior Tax Manager | Crowe LLP*

This session will provide an overview analysis of recent tax changes and their specific implications for dealerships. From the latest IRS rulings to new legislative measures, attendees will gain essential knowledge to navigate the evolving tax landscape and optimize their tax strategies.

Learning Objectives:

- Overview of the latest tax laws affecting dealerships
 - Identify potential tax planning opportunities for auto dealers
 - Updates on IRS Rulings and their impact on dealership operations
-