



CURRENT LISTING OF SPEAKERS // PRESENTERS

At Your Leisure, Tour the B&R Auto Wrecking Facility

EVERY DAY, ALL DAY	B&R Yard Tour Part I - Sales B&R Yard Tour Part II - Dismantling B&R Yard Tour Part III - Warehousing	<i>Jonathan Morrow; Jeff Mackie</i>	ARA's Immediate Past President Jonathan Morrow is joined by Jeff Mackie, General Manager of B&R Auto Wrecking as they host a yard tour of ARA member B&R Auto Wrecking's Corvallis, Oregon facility in early October. B&R operates 19 locations in 3 states and this 3-part series will demonstrate how one of the industry's most successful multi-state operations manages Sales, Dismantling, and Warehousing. Then, tune in to the chat session on Friday, 11/13/20 at 1pm Eastern for Q&A with Jono and Jeff.
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NOV. 11	TIME	SESSION	SPEAKER	DESCRIPTION
	12:00 - 12:15 PM	Welcome and Ribbon Cutting	<i>Scott Robertson</i>	Join Scott Robertson for the welcome to ARA's 77th Annual Convention & Exposition. Then, explore the exhibit hall, visit with vendors and reconnect with industry colleagues during this first day of ARA's Virtual Experience!
	2:00 - 2:50 PM	TECH TALK: Powerlink: Changing with the Industry	<i>Mike Sliger; Walt Michaels</i>	Join us, as we discuss recent Powerlink updates focused on enhancements that help auto recyclers keep up with industry changes relating to ecommerce and automation. Learn more about Improvements to PO's for better payables tracking, Integration with Production Management (PM3), contactless yard to yard sales, and improvements to comply with eBay tax changes to name a few. In addition, you'll learn what else is being done to facilitate selling in the ecommerce world.
	3:00 - 3:50 PM	Tech Talk: Selling More Parts with the Car Part Interchange Plus Eco System	<i>Jeff Wissman; Jody Prather</i>	Car-Part will provide an overview of its Car-Part Interchange Plus eco system and show sales and inventory opportunities available to recyclers using Checkmate, PowerLink2 and Pinnacle and enhanced buying opportunities available to Checkmate recyclers.

NOV. 12	TIME	SESSION	SPEAKER	DESCRIPTION
	9:35 - 9:55 AM	Daily Highlights	<i>Sandy Blalock</i>	Gain insight of what day 2 of ARA's Virtual Experience has in store for attendees! Includes Total Treasures rollout.
	10:00 - 11:15 AM	The Double Win <i>(Sponsored by Peddle)</i>	<i>Blake Stratton</i>	In this signature talk from Michael Hyatt & Co., you will learn the 4-Step System for growing your business while working less. Following this process has resulted in our clients growing their business an average of 67% in their first year, while cutting an average of 11 hours from their workweek. We've compressed and customized this message to equip you to start winning at work and succeeding at life.
	11:20 AM - 12:15 PM	Powering the Auto Recycling Industry with Interchange	<i>Brandon Mullins; Jody Prather</i>	During this discussion, Hollander will review how they continue to power the industry with Interchange, their recent data center move and the long-term advantages for the auto recycling industry. Afterwards, Car-Part.com will address the enhancements they add to the Interchange and their commitment for the future.
	11:20 AM - 12:15 PM	Surviving 2020	<i>Greg Daurio; Tom Andrade; Shan McMillon; Ryan Falco; Becky Berube (Moderator)</i>	The unforeseen challenges of 2020 have disrupted and changed our business worlds in more ways than any of us could ever imagine. Join our panel discussion with auto recyclers from across the country to review the impact of COVID 19 on auto recycling, crisis management techniques utilized and how this has forever changed our businesses.
	11:20 AM - 12:15 PM	The Future of Auto Recycling <i>(Sponsored by Online Parts Depot)</i>	<i>Don Porter (Nick Daurio, Jim Watson and Doug Reinert for Q&A)</i>	Turn the clock forward a few years and attempt to imagine the auto recycling industry of the future. What will it look like? How will we cope with advancements in vehicle design, advanced ADAS technology and push for Artificial Intelligent estimating applications. How will these innovations affect the way we do business, the vehicles we purchase, part types we sell, and how we market and sell our inventory. Who will be the consumer of tomorrow? Join us as we discuss the future of auto recycling.
	12:30 - 1:45 PM	LARA Meeting <i>(Sponsored by UCC)</i>	<i>Robin Wiener</i>	
	12:30 - 1:20 PM	TECH TALK: Promoted Listings Advertising Service	<i>Mark Granshaw (Ravi Dhanjee; Christian Garcia Rinkert for Q&A)</i>	Learn about eBay's Promoted Listings tool and how to leverage it to maximize visibility & grow sales on eBay
	2:00 - 2:50 PM	Profitability on Recalls and Cores - RAS 2020 - Mobile and Desktop Solutions	<i>Paul D'Adamo</i>	Find where the Hidden Money is in your Inventory before it goes to the Crusher. Whether you go with a "mobile paperless" program or the traditional desktop software for Recalls and Cores, RAS has you covered. Learn about new upgrades to software and create a profitable Recall and Core Program.

TIME	SESSION	SPEAKER	DESCRIPTION
2:00 - 2:55 PM	HR: Finding & Developing the Right People <i>(Sponsored by GJ Sullivan)</i>	<i>Reitje Lulsdorf</i>	Are you attracting the right people? And if you are, are they staying? Or do you find that you have untapped talent around you that is simply waiting to be developed? Regardless of your answers to these questions, this session is for you. Together, let us uncover the basics of finding and developing the right talent. You will hear from three well-known recyclers, Shannon Nordstrom, Nordstrom's Automotive, Dan Snyder, Snyder's Recycled Auto and Truck Parts & Wrench -A- Part and Ryan Falco, Midway Auto Parts, Inc. Each owner will describe challenges they have faced in this area and the actions they continue to take to find and develop the right people. Additionally, Rietje Lulsdorf, HR Coordinator for United Catalyst Corporation will share basic principles, tools, and resources to ensure you walk away from this session knowing which war on talent you are fighting and how to ensure you win.
2:00 - 2:55 PM	Electric & Hybrid Vehicles - A New Chapter	<i>Andy Latham</i>	Following the release of the latest Electric and Hybrid training manual from the ARA, Andy will discuss latest insights into the safe handling and recycling of high voltage batteries along with the steps taken to remove batteries from all vehicles prior to vehicle crushing and scrapping.
2:00 - 2:55 PM	What Your Accountant Isn't Telling You	<i>Russell Sewell</i>	You can't afford – literally – to miss this informative session about critical issues impacting the financial health of your business! Hear from the CFO of one of the industry's most successful family businesses about topics such as the importance of bank covenants, how to better understand your balance sheet, income statement, the tax implications of PPP loans, and more. Balance sheet and Income Statement illustrations will be shared and you will leave this session with key take-aways to bring back to your accountant.
3:00 - 3:50 PM	TECH TALK: What's New in Bid Buddy	<i>Mike Lambert; John Johnson Jr</i>	Check out all the new exciting features!
3:00 - 3:50 PM	TECH TALK: What's New with CCC Pinnacle?	<i>Dan Horvath; Jason Shoemaker; Peter Bishop</i>	CCC Pinnacle's latest release and what's to come.
3:00 - 3:55 PM	Getting the Most from Social Media	<i>Vince Edivan; Kelly Lawlor; Greg Condon; Jeff Mackie</i>	Learn the importance to your overall business strategy to be present on social media and why you should leverage various platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok, etc.) and why you shouldn't approach them all the same. Discover the basics about the who, what, where, why and when to post on Social Media.
3:00 - 3:55 PM	Inventory Acquisition: The Single Most Important Thing You Do <i>(Sponsored by CCCIS)</i>	<i>Stoney Rutledge; Bill Stevens</i>	Full-service auto recyclers spend more money on inventory than any other item. It's the single most important factor in maximizing profitability. Discover why inventory acquisition is so important yet so challenging. Leave this session with the information needed to thrive during this time of opportunity.
3:00 - 3:55 PM	Engaging Sales Growth	<i>Chad Counts</i>	How to take on the whirlwind of daily sales in auto recycling by developing a cadence of accountability and achievement in your company.
4:00 - 5:00 PM	Awards & Gavel Passing Ceremony	<i>Scott Robertson; etc.</i>	

NOV. 13

TIME	SESSION	SPEAKER	DESCRIPTION
9:15 - 9:30 AM	Daily Highlights	<i>Fran Reitman</i>	Highlights of what day 3 has planned. Maximize your day and your ARA Virtual Experience!
10:00 - 10:50 AM	TECH TALK: How to Manage and Improve your Workflow with Hollander's Production Management Software Solution	<i>Mike Sliger; Andrew Christensen</i>	As you move through your day you may wonder how your yard workflow can be improved. We will show you how to build on your Powerlink usage and effectively track your parts pulling process with Production Management.
10:00 - 10:50 AM	TECH TALK: New Features in Checkmate 2020 Release 6 (CM 2020R6)	<i>JC Chastain</i>	We will show our latest Checkmate release's inventory enhancements including new features in Partmate suggesting which parts to inventory based on Car-Part.com and Integrated Car-Part.com marketplace data, Car-Part Interchange Plus, and Crashlink labor data. Easily search and filter your inventory, and update bulk pricing in seconds. Cleaning up part descriptions is a snap! A full integration with Photomate puts common inventory tasks right on your smart phone.
10:00 - 10:55 AM	Sales for Self Service - Thinking Outside the Box	<i>Justin Eves</i>	Move beyond the social media and data-driven techniques of yesterday and into the future! In this session you will learn how rapidly growing concepts such as geofencing and behavioral targeting can drive business your way. Empower your staff to correctly identify parts, appropriately charge for those parts, and how to better track individual and team performance using a variety of KPIs.
10:00 - 10:55 AM	Full Service Session on Sales	<i>Bill Stevens</i>	
10:00 - 10:55 AM	2020 Managing Today's Virtual Workforce <i>(Sponsored by Fenix Parts)</i>	<i>Jen Wilson</i>	Do you have virtual employees? Have you considered transitioning to tele-work? Looking for ways to update your business with a virtual workforce? Between the COVID-19 pandemic, health concerns, technological, and economic issues raging across our country today it may be a good time to rethink how you work with your customers. What does virtual mean to you and your business? How do you implement it and how do you measure success when you are used to everyone under one roof? Come join Jency Wilson of Jency Consulting, LLC and find out!
11:00 - 11:55 AM	Collision Industry Disruptions: What They Are and How They Will Disrupt the Industry	<i>Frank Terlep</i>	During this session, Frank will cover the following topics: 1) How COVID-19 Changed Our World; 2) Disruption via Electrification; 3) Connected Cars and Big Data; 4) AI (Artificial Intelligence); 5) How VR (Virtual Reality) and AR (Augmented Reality) will dramatically change industry training and repair procedures; 6) What Does All This Mean for the Recycling Industry?

TIME	SESSION	SPEAKER	DESCRIPTION
11:00 - 11:55 AM	All About Electrical Vehicle Battery Packs and Implications for Auto Recyclers	<i>Mark Caffrey; Becky Berube; Dirk Spiers</i>	Come learn about the exciting implications a Department of Energy Battery Recycling project has for automotive recyclers and end-of-life EV battery packs, and which of your fellow ARA members have been involved! Panelists will outline the project and illustrate how second battery life can be determined for end-of-life EV battery packs, all while highlighting the importance of proper handling and storage of battery packs.
11:00 - 11:55 AM	Consistently Supplying a Quality Part	<i>Lee Worman; Mike Kunkel; Rob Rainwater</i>	
12:00 - 12:55 PM	Ask the ARA Industry Mentors!	<i>Marty Hollingshead; RD Hopper; Dan Snyder</i>	ARA's Mentoring Program is concluding its second year, has helped dozens of ARA members strengthen their businesses – and even saved a few from going out of business. Join us for this LIVE interactive session as current mentors answer your questions on a variety of business, operational and industry topics. Submit your questions in advance or in the chat box during the session. Learn more about how you can enroll in the program as either a mentor or mentee for 2021!
1:00 - 1:50 PM	TECH TALK: Inventory Buddy	<i>Mike Lambert; John Johnson Jr</i>	Your complete Inventory Management Tool!
1:00 - 1:50 PM	TECH TALK: CCC Parts and Pinnacle: Best Practices to Maximize Your Sales	<i>Elena Pismennaya; Peter Bishop</i>	
1:00 - 1:55 PM	Expectations of Body Shops	<i>Tim Wall</i>	Beginning with the explanation of a body shop's unique "balancing act" of customer service towards two different customers at the same time – the vehicle owner and the insurance company – this session will explore and explain the struggles of day-to-day operations regarding OEM recycled parts. Better understanding these struggles can help you capitalize on the dollars often un-noticed and demonstrate how quality recycled parts can help your body shop customers make more of a profit, strengthening your business relationship and leading to higher profitability of recycled parts as a first repair choice. Attend this session and learn the keys to teaching your body shop customers how to turn recycled parts challenges into proven added profits.
1:00 - 1:55 PM	Maximize Core and End of Life Revenue	<i>Jeremy Barnett</i>	Are you squeezing every opportunity you can out of these vehicles? Identifying, harvesting, sorting and selling of commodities pre-dismantle, post-dismantle and end-of-life while decreasing overhead and improving your bottom line!
1:00 - 1:55 PM	How to Kick A** at a Self-Serve Auto Facility	<i>Tom Andrade; Michael Pierson II; Gary Lindros; Natalie Miller (Moderator)</i>	Open panel discussion on the key focus areas of running a successful Self-Service or Hybrid Facility. Topics will include stocking, sales and customer service. We will also highlight scrap material harvesting.
2:00 - 3:15 PM	Recyclers Roundtable <i>(Sponsored by Buddy AI)</i>	<i>Greg Daurio; Dalbert Livingstone; Greg Condon</i>	The popular Recyclers Roundtable is back and in a virtual format! Join three up-and-coming leaders from the global auto recycling community as they moderate a discussion of the most pressing issues facing today's recycled parts market and ARA member businesses. Submit a discussion topic in advance or via the chat box live during the session, the Roundtable will offer plenty of opportunities for information sharing and interaction with your peers.
3:30 - 5:00 PM	Pointman in Business & Life <i>(Sponsored by BASF)</i>	<i>Jason Redman</i>	<p>The Pointman, The leader. The navigator. The danger seeker. That legendary military individual who has nerves of steel, an inner compass and GPS rolled into one, and an unworldly 6th sense to detect dangerous ambushes.</p> <p>In our careers and personal lives, we seek a clear path to accomplish our goals. We want that uncanny awareness to detect obstacles. We desire to maintain the overcome mindset to stay the course. To do this, we must develop our own Pointman intellect! We will explore the tools you need in order to become your own Pointman to crush your goals!</p>