



2018 VISION CONFERENCE

Loews Chicago O'Hare



Exceeding Expectations, Driving Growth

Join the Conversation: #AASAVision

Wednesday, March 21

8:00 a.m. – 1:00 p.m.	IPC Meeting	<i>Sponsored by DSS</i>
11:00 a.m. – 5:00 p.m.	AASA Board of Governors Meeting	
11:00 a.m. – 4:00 p.m.	MEC Meeting	
1:00 p.m. – 5:00 p.m.	Vision Registration	
3:00 p.m. – 5:00 p.m.	AASA AAPEX Event Committee	
5:00 p.m. – 7:00 p.m.	Welcome Reception	A unique networking experience and cocktail reception

Thursday, March 22

7:00 a.m. – 12:00 p.m.	Vision Registration	<i>Sponsored by MontAd</i>
7:30 a.m.	Continental Breakfast	
8:00 a.m.	Welcome	AASA President & COO Bill Long

Exceeding Expectations for the Future

8:30 a.m.	Omni-channel Strategies that Work	How do suppliers leverage online outlets, MAP and eMRP strategies, partnering with traditional distribution partners?
		Jordan Hettinga, Director of Merchandising, Motors Parts & Accessories, e-Bay Motors

9:15 a.m.

Vehicle Data: Urgent Need to Take Action

The focus on and the current landscape for vehicle data platforms are changing daily. The panelists lead the efforts of the AASA Vehicle Data Work Group and will discuss the leading platforms, the reasons the aftermarket needs to take action now to ensure its interests are advanced and the challenges ahead.

Moderator: Chris Gardner, Vice President, AASA

Panelists: Charley Johnson, CEO, OptiCat and [Tim Corcoran](#), Director, Strategy & Vision, ZF

Content:

- Aftermarket's strategies for ensuring consumers' right to choose, where to have vehicles serviced, and with parts they want
- Models for enabling secure access to data
- Reasons to explore a vehicle data platform for the IAM

9:45 a.m.

Networking Break

Sponsored by Tasco

10:15 a.m.

Government Advocacy

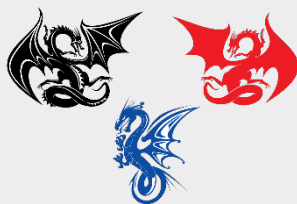
What your association is doing on your behalf in critical areas

AASA President & COO [Bill Long](#)

10:30 a.m.

The Three Dragons: Three Competing Views of How the Aftermarket Will Unfold in 2018-2019

Sponsored by Plante Moran



This unique panel discussion explores disparate viewpoints from an economist, a Wall Street analyst, and an aftermarket analyst

Moderator/Facilitator: Daron Gifford, Partner, Leader of Strategy & Automotive Industry Consulting, Plante Moran, one of the largest accounting and business advising firms in the United States

Experts: [Greg Melich](#), Partner, MoffettNathanson; Natalie Soroka, Economist, International Trade Administration

11:15 a.m.

Driving Aftermarket Opportunities through Autonomous Vehicles

A futurist look at self-driving vehicles to reveal insights into the aftermarket business in coming years

[Gary Silberg](#), Partner, Advisor, KPMG

Content:

- How autonomous vehicles will change how vehicles are maintained and serviced
- Opportunities for the IAM

12:00 p.m.

Networking Luncheon

Sponsored by Tenneco

Exceeding Problem-Solving Expectations

12:45 p.m.

Vehicle Technology Will Create Opportunities

Summary of the landmark study by AASA and Strategy& on the impact of future vehicle technologies on the IAM followed by roundtable discussions

Facilitators: Evan Hirsh, Principal, Strategy& PwC; Paul McCarthy, Senior Vice President, AASA

Content:

- How should the IAM view autonomous vehicles, connected technologies and electrification of vehicles?
- Which part categories will increase, decrease or possibly go away

1:45 p.m.

How Software and Data will Change the Aftermarket

Software Makes Cars Smart: A Look at DMCA, OTA downloads, cybersecurity, data privacy

Moderator: Brian Daugherty, Chief Technology Officer, MEMA

Content:

- Which software areas will enhance aftermarket opportunities; which will create impediments to growth
- How to ensure the aftermarket can appropriately and securely service smart vehicles
- What can the aftermarket do to influence the direction of regulations?

2:45 p.m.

Networking Break

Sponsored by Tasco

Exceeding Customer Expectations – AASA MEMBER ONLY

3:15 p.m.

Customer Spotlight

[Tom Greco](#), President & CEO, Advance Auto Parts

Exceeding Member Expectations – AASA MEMBER ONLY

4:00 p.m.

Talk from the Top

4:45 p.m.

Conference Wrap-Up

AASA President & COO [Bill Long](#)

5:00 p.m. – 6:30 p.m.

Closing Networking Reception

Sponsored by Pricedex

Friday, March 23

7:45 a.m. – 1:00 p.m.

AASA Technology Council Spring Meeting

8:30 a.m. – 12:00 p.m.

MiX Meeting

9:00 a.m. – 1:00 p.m.

MAP Workshop

Sponsored by ChannelAdvisor and Rutan and Tucker

Access More AASA Vision Details on Your Mobile Device: <http://www.aasavision.com>