



2018 TECHNOLOGY CONFERENCE

“Tomorrow’s Technology Today”

Sept. 30 - Oct. 2 | Clearwater, Fla.



Join the Conversation: #AASATech

Sunday, September 30

8:30 a.m. – 5:00 p.m.	Network IT Committee Meeting	<i>Separate Registration Required</i>
1:00 p.m. – 5:00 p.m.	Technology Conference Registration	
12:30 p.m. – 2:45 p.m.	OptiCat Experience	<i>Separate Registration Required Suppliers and Channel Partners only</i>
3:00 p.m. – 5:00 p.m.	Heavy Duty Business System Vendors Summit <i>Hosted by Pricedex Software</i>	<i>Exclusive – By Invite Only</i>
3:00 p.m. – 6:00 p.m.	ATC Board Meeting	<i>ATC Board Members Only</i>
6:00 p.m. – 7:30 p.m.	Welcome Reception	

Monday, October 1

7:15 a.m. – 5:00 p.m.	Technology Conference Registration	
7:15 a.m. – 8:00 a.m.	Continental Breakfast	
7:45 a.m. – 8:30 a.m.	ATC Fall Meeting <ul style="list-style-type: none">• AASA & ATC Updates• Aftermarket Technology Primer• MEC Load Sheets Initiative	<i>Manufacturers Only</i>
8:00 a.m. – 10:00 a.m.	Technology Provider Meeting	<i>Technology & Solution Providers</i>
8:30 a.m. – 10:00 a.m.	Channel Partner – Supplier Technology Roundtables Dale Hopkins , CIO, Aftermarket Auto Parts Alliance Kevin Pentecost , Information Security Manager, Standard Motor Products	<i>Resellers & Manufacturers Only</i>
10:00 a.m. – 10:30 a.m.	Networking Break	
10:30 a.m. – 10:45 a.m.	Welcome Chris Gardner, Vice President, AASA <i>Executive Director, AASA Technology Council</i>	

10:45 a.m. – 11:30 a.m.	<p>Keynote –The Futuremarket of Aftermarket: The Impact of Tomorrow’s Technology Today</p> <p>Tomorrow’s technology includes the reality of 3D printed cars and autonomous vehicles. 3D printed cars will impact durability, reliability, cost, and customization. Autonomous vehicles are causing the industry to quickly shift gears, affecting markets through transition and displacement, accident prevention and reduction, and ride sharing. Take a ride and learn how the automotive aftermarket must prepare to deal with embracing the breakneck speed of technological changes and its ramifications.</p> <p>Paul Golata, Senior Technology Specialist, Mouser Electronics</p>
11:30 a.m. – 12:00 p.m.	<p>Keynote – “Cybercrimes Move in New Directions”</p> <p>Actual cases indicate that cybercrimes are on the rise and could be impacting aftermarket companies.</p> <p>Andy Sekela, Special Agent, FBI</p>
12:00 p.m. – 12:15 p.m.	<p>Aftermarket Technology Leadership</p> <p>Bill Long, President & COO, AASA</p>
12:15 p.m. - 1:15 p.m.	<p>Networking Luncheon</p>
1:15 p.m. – 3:00 p.m.	<p>Sponsor Time: Experience new technologies at displays</p>
3:00 p.m. – 3:30 p.m.	<p>Member Spotlight: Dana Inc.</p> <p>A leading manufacturer views technology as an enabler, competitive advantage and a provider of significant opportunities.</p> <p>Osvaldo Gallegos, Director, CV & AFM Strategy, Dana, Inc.</p>
3:30 p.m. – 4:00 p.m.	<p>Channel Partner Spotlight: Federated Auto Parts</p> <p>Hear about the technology initiatives and outlook for industry advanced technology developments from one of the leading aftermarket program groups</p> <p>Marc Pappas, Vice President – Data Services & E-Commerce, Federated Auto Parts</p>
4:00 p.m. – 4:30 p.m.	<p>Current Challenges to Servicing a Modern Vehicle</p> <p>What are the educational challenges for workshops when working with modern vehicles? Are yesterday’s technicians able to service tomorrow’s vehicles? Or what has the workshop to do when the customer needs an oil change service and the ADAS control light is illuminated?</p> <p>Dirk Fuchs, Technical Training Manager, ZF Services</p>
4:30 p.m. – 5:05 p.m.	<p>Augmented Reality for Repair Shops: Enabling the Aftermarket to Service Complex Vehicles</p> <p>Suppliers and channel partners can leverage AR to more rapidly share, distribute and deploy expert knowledge, which will enable them to bypass lengthy training cycles, address increasingly complex vehicles and service expanding model lists. This technology will become an expected tool and skill of the workforce of tomorrow.</p> <p>Rika Nakazawa, Vice President Strategy & Partnerships, Atheer</p>
6:00 p.m. – 8:00 p.m.	<p>Marina Cantina <i>Sponsored by Automotive Distribution Network and Corcentric</i></p>

7:30 a.m. – 8:00 a.m.

Continental Breakfast

8:00 a.m. – 12:15 p.m.

Heavy Duty Technology Track

Sponsored by OptiCat

- Understanding the Heavy-Duty Customer and Challenges They Face
Charley Johnson, CEO, OptiCat
[Jack Poster](#), VMRS Services Manager, TMC
Larry Greenberger, Group Publisher, Fleet Maintenance
- Heavy-Duty Technology Opportunities for Aftermarket Suppliers
Tim Kraus, President & COO, Heavy Duty Manufactures Association
John Blodgett, VP Sales and Marketing, MacKay & Company
Gerry Mead, Executive Director of Innovation, Phillips Industries
- The Future of Digital Information and Data
Sheila Andrews, Director of Heavy Duty Programs, HDDA, Auto Care Association
John Lurz, IT Director, HDA Truck Pride
Brian Burns, Business Development Manager, Great Dane Trailers
[Jeff Paul](#), Vice President of Marketing, VIPAR
- New Technologies – Hybrid, Electrification and the Cost of Digital Chaos
[Brian Daugherty](#), Chief Technology Officer, MEMA
Rob Bradenham, VP Data Services and Innovation, Decisiv

8:00 a.m. – 12:15 p.m.

Marketing Technology Track

Sponsored by PhaseZero Ventures

- Leveraging Silicon Valley DNA to Digitally Transform Aftermarket Businesses
[Ram ChandraSekar](#), Founder & CEO, PhaseZero Ventures
- Optimizing B2B Websites in Today's Online-first Environment
[Danny Sanchez](#), Founder, AutoShop Solutions
- Leveraging real-time behavioral data to drive brand positioning, ROI-centric marketing, and unprecedented attribution
[Harry Maugans](#), CEO, Clickagy
- Digitization of the Aftermarket Customer Experience
[Darryl Wray](#), Senior Manager for Strategy, Dana Corporation

8:00 a.m. – 12:15 p.m.

Information Technology Track

Sponsored by Edgenet

Using Technology to Connect IT with the Optimal Customer Experience

Introduction by Polly Gleneck, Director of Customer Experience, Edgenet

- Social Engineering – The Art of Human Hacking – Is Your Company Addressing Its Weakest Link?
Kevin Pentecost, Information Security Manager, Standard Motor Products
- Panel: Challenges of Implementing Customer-focused Technologies in the Automotive Aftermarket Industry
James O'Dell, Marketing Manager, Motown Automotive Distributing Company
[Aldo Silva](#), Strategic Planning and Pricing, Automotive Aftermarket Americas, Schaeffler Group
Luke Smith, Director of IT, AutoPartSource
[Gary Healion](#), Director of IT, CRP Industries
- How to Create Better Customer Experiences with Enriched Data That Is Actionable
Jon Clements, Senior Aftermarket Account Manager, Experian Automotive
- How to Enhance the Overall Customer Experience with Technology Solutions
Regan DeHaven, VP of Product, Edgenet

12:15 p.m. – 1:30 p.m.

Lunch Break & Attendee Networking

Take time to network with your peers & set-up meetings with customers & technology providers.

1:30 p.m. – 2:00 p.m.

Should the Aftermarket Fear Washington?

How should aftermarket players view potential directions of Data Privacy laws, Cybersecurity, DMCA, OTA software downloads, etc.

[Ann Wilson](#), Senior Vice President, Government Affairs, Motor & Equipment Manufacturers Association

2:00 p.m. – 2:45 p.m.

Self-Healing Vehicles So Soon?

Embedded vehicle software that can be updated remotely and wirelessly is definitely a game changer. Learn how soon this technology will be on vehicles the aftermarket will service.

[Roger Ordman](#), Executive Vice President, Aurora Labs

2:45 p.m. – 3:15 p.m.

AASA Research and Technology Insights

Highlights from two critical AASA research studies: Digitization of the Aftermarket, ATC IT Benchmarking Survey

Bill Newman, Strategic Industry Advisor (Chief), NA Automotive Industry, SAP
Philip Atkins, Director, Strategic Research & Planning, AASA

3:15 p.m. – 3:30 p.m.

Conference Wrap – Tomorrow’s Technology Today

Paul McCarthy, Executive Vice President, AASA

3:30 p.m. – 5:30 p.m.

Live Technology Demonstrations

- CARQUEST Technical Institute: Technician training through a gaming interface
- Dana Corporation: VR and new axle technologies
- Mitchell1 (Snap-on): Connected vehicle interface with shop management
- PhaseZero Ventures: Sensor-based data for e-commerce
- Ather: Augmented Reality for the Shop

6:15 p.m. – 6:45 p.m.

Reception

6:45 p.m. – 9:00 p.m.

Technology Banquet

Wednesday, October 3

8:00 a.m. – 2:00 p.m.

Aftermarket Mobility Innovation

Separate Registration Required

AMI will focus on a new breed of aftermarket suppliers, which includes providers of telematics, predictive analytics, mobile apps, plug-in devices (dongles), sensors, ECUs, smart parts, vehicle data platforms and ADAS. The event is open to all industry players, including traditional parts suppliers, mobility/technology suppliers and aftermarket channel partners.

3:00 p.m. – 5:00 p.m.

AASA Board Meeting

AASA Board Members Only

6:00 p.m. – 9:00 p.m.

AASA Board Dinner

AASA Board Members Only

Thursday, October 4

8:00 a.m. – 1:00 p.m.

AASA Board Meeting

AASA Board Members Only

Access More AASA Technology Conference Details at aasatech.com