



EXECUTIVE OUTLOOK *THE ROAD AHEAD*

NOV. 1, 2021

FEATURING: 8TH ANNUAL TECHNOLOGY & TELEMATICS FORUM

AGENDA

7:30 a.m.-8:30 a.m. – Coffee and breakfast, networking

8:30 a.m.-8:40 a.m. – Welcome and opening remarks

Wayne Weikel (left), Alliance for Automotive Innovation, and Ray Fisher (right), ASA President.



8:40 a.m.-9:15 a.m. – The Climate Crisis: How did we get here, and where do we go?

Discussion with a climate crisis expert about the state of the world today in context of the climate crisis, and the steps that are being taken to fix it. Learn about the shift to electric vehicles, and how to make clean energy technology benefit you and your business.

9:15 a.m.-10 a.m. – Electric Vehicles: When, Where, and Why?

An update on the status of electric vehicles. Speakers will discuss a realistic timeline for electric vehicle manufacturing, infrastructure, implementation, and widespread adoption to give the audience an idea of when they can realistically expect a critical mass of EVs on the roads and in their shops.

10 a.m.-10:15 a.m. – Break

10:15 a.m.-11 a.m. – A Word from Washington: Clean Energy Legislation

Speakers will discuss the status of clean energy and transportation legislation that will affect the automotive industry, including the infrastructure package legislation. Shops will hear how activities in Washington can impact their businesses.

11 a.m.-11:40 a.m. – New Car Technologies: On the Roads and in the Shops

This segment will be a conversation with the Alliance for Automotive Innovation about new vehicle technologies, the differences between electric and ICE vehicles, and what these changes will mean in terms of repair procedures. Attendees will get an idea of what is coming down the assembly line, and how to adapt their shops for the future.

11:40 a.m.-12:30 p.m. – ReCharge! Lunch with Electric Vehicle Charging Expert

Learn about opportunities for electric vehicle charging stations in your community, including potential incentives to installing an EV charging station at your shop.

12:30 p.m.-12:45 p.m. – BREAK

12:45 p.m.-1:15 p.m. – Moving Forward - The Evolution of Automotive Service

What forces are shaping the automotive service industry in the 21st Century? What are the disruptors in new technology, materials and powertrain systems? What do we need to know to prepare for what's next? This presentation takes a comprehensive look at where we are and where we're going through data on such topics as the Post-Pandemic Service Market, Potential Disruptors and New Business Models, and the move toward Electrification

1:15 p.m.-2:30 p.m. – Finding & Keeping Tomorrow's Talent - Putting Flexibility in Inflexible Structures

(Photo left to right) Moderator: Kim Hickey; Panelists: Mike Coley, Trish Serratore, Roxann Griffith



This panel discussion will explore what the next-generation of technical talent will need in the way of skills, capabilities and knowledge to cope with the rapid advance of automotive technology in consumer transportation. Panelists will provide the latest data and projections which define the future of work in the automotive service industry, including projected personnel needs through 2027 and current data on students & graduates from CTE Programs for retention rates, turnover and educational resource challenges. Other topics cover diversity and the ROI on training.

2:30 p.m.-2:45 p.m. – BREAK

2:45 p.m.-4:15 p.m. – Changing the Game - Unconventional Thinking in a Conventional Automotive Business

(Photo left to right) Moderator: Rick White, Panelists: Andy Fiffick, Jay Goninen

What does it take to own and operate a viable automotive service



business in 2021 and beyond? This panel will explore how and why everyone in the business needs to change their perceptions of what it means to be an automotive service business. Everything is changing, including the skills necessary to achieve success in the 21st Century. Do you know what you don't know? This session will provide the insights and information on how to prepare for the electric future; why we need to think differently and what that means; what skill sets are more important than ever before and when we can expect the next big disruptor in our market.

4:15 p.m.-5 p.m. – ADAS & Beyond - It's Time to Pay Attention

Presenter: Scott Brown

What you need to know about Advanced Driver Assist Systems (ADAS) is changing as the number and type of ADAS-equipped vehicles grows. Are you up with the latest version? This session will cover the latest information on ADAS and help prepare you for the Autonomous Vehicles of the future. Update your ADAS knowledge as we cover:



- The electronic revolution is far from over.
- Everything ADAS – What You Need to Know
- The Diagnostics Dilemma
- The Calibration Conundrum
- AV & Me

5 p.m.-6:30 p.m. – Reception

