

BE A ROCK STAR

@ **AUTO RENTAL SUMMIT**

NOVEMBER 10-11, 2014

SEMINOLE HARD ROCK HOTEL & CASINO
HOLLYWOOD, FL

 **EVENT GUIDE**

BROUGHT TO YOU BY
Auto Rental
NEWS

IN CONJUNCTION WITH

ACRA
AMERICAN CAR RENTAL ASSOCIATION

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Auto Rental
SUMMIT



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SCHEDULE AT-A-GLANCE

MONDAY, NOVEMBER 10

8:00am - 7:00pm

REGISTRATION OPEN

Ballroom Foyer

Sponsored by  Collateral Consultants
Asset Recovery Nationwide Skiptracing

9:00am - 12:00pm

EXCLUSIVE! FLEET JAM SESSION

Meeting Room 2

RSVP ONLY

9:00am - 12:00pm

AUTO RENTAL PROFESSIONAL CERTIFICATION


Meeting Room 4

RSVP ONLY

1:00pm - 1:55pm

OPENING KEYNOTE ADDRESS: THE RETURN OF DR. CRAIG MANNING: A DEEP-DIVE INTO THE FEARLESS MIND METHODOLOGY

Ballroom C

Sponsored by  PurCo

2:00pm - 2:55pm

HOW TO MAINTAIN CUSTOMER SERVICE IN THE DAMAGE RECOVERY PROCESS

Ballroom C

2:55pm - 3:15pm

COFFEE BREAK

Ballroom Foyer

Sponsored by  SmartAuction

3:15pm - 4:10pm

ARE YOU MOBILE YET?

Ballroom C

4:15pm - 5:10pm

COUNTER SALES MADE EASY

Ballroom C

5:15pm - 7:00pm

OPENING ACT ROCK STAR PARTY

Ballroom A

Sponsored by  ATS Fleet Services™



TUESDAY, NOVEMBER 11

8:00am - 3:00pm

REGISTRATION OPEN

Ballroom Foyer

Sponsored by  Collateral Consultants
Asset Recovery Nationwide Skiptracing

8:30am - 9:30am

BREAKFAST WITH EXHIBITORS

Ballroom A

9:35am - 10:30am


BENCHMARKING THE TOP 5 KEY PERFORMANCE INDICATORS (KPIs) FOR MAXIMUM RESULTS

Ballroom C

10:30am - 10:50am

COFFEE BREAK

Ballroom Foyer

Sponsored by  Pacifico Marple

10:50am - 11:45am

USING TECHNOLOGY TO FIND NEW BUSINESS

Ballroom C

11:45am - 12:55pm

LUNCH WITH EXHIBITORS

Ballroom A

Sponsored by  AMERICAN EXPRESS

1:00pm - 1:35pm

AWARDS PRESENTATION

Ballroom C

1:40pm - 2:35pm


WINNING THE WAR FOR TALENT

Ballroom C

2:35pm - 2:55pm

NETWORKING BREAK

Ballroom Foyer

Sponsored by  Alternative

3:00pm - 3:55pm

THE METRICS AND MANAGEMENT OF EMPLOYEE COMPENSATION

Ballroom C

4:00pm - 4:55pm

MAKING OBAMACARE WORK FOR YOU

Ballroom C

5:30pm - 7:15pm

SONNY'S THE CARWASH FACTORY TOUR

Shuttles Depart from Bus Bay Entrance near the Hard Rock Conference Center



RESUME

PURCO FLEET SERVICES, INC.

OBJECTIVE

To help you eliminate unrecoverable damage while minimizing complaints.

Accomplished in two ways:

- 1) Risk Management Training and Consulting
- 2) Expert Claims Processing

EMPLOYMENT HISTORY

In our 20-year history, we have processed just under 500,000 claims and recovered almost half a billion dollars.

SPECIAL QUALIFICATIONS

Widely acclaimed as the Loss of Use Experts.

Effective processing of all claims from hubcaps to total losses.

State-of-the-art computer system with free client access.

Prevailed in first reported U.S. appellate decision involving loss of use and administrative fee in a rental car context: *Koenig v. PurCo*

INTERESTS

Keeping our fees low. We have never had a price increase.

REFERENCES

We still have original clients from 20 years ago.

And from 19 years ago... And from 18 years ago...

(For that matter, we still have some original employees, too!)

CONTACT

www.purco.com

Thank you for supporting us in serving the rental car industry!



PHONE (801) 798-2400 • E-MAIL CONTACTUS@PURCO.COM
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We specialize in recovering overdue and stolen rental equipment all across the USA.



#1 Rental Equipment Recovery Agency in the Nation

“Collateral Consultants has been an amazing resource for our company, recovering vehicles we had missing for months, often in 24 hours or less. Using their services is a critical best practice, saving us hundreds or thousands of loss on each recovery!”

Solomon Cramer

President, Budget Rent a Car of Harrisburg, PA



“Kevin and his team at Collateral have been locating our missing vehicles since 2011. The kindness, professionalism, level of attention and knowledge is unmatched by any other company I have worked with in the past.

The assistance I receive is always above and beyond my expectations. And, I have to say that working for Enterprise (EAN HOLDINGS) for the past 20+ years, I am accustomed to customer service and what it takes to make customers happy.

Not only does Collateral produce results quickly, the entire team is committed to providing detailed reports along the way. Never is there a doubt that my assignments are not a priority. I have recommended Collateral to my peers and will continue to do so.”

Dawn M. Gilley

Risk Manager, Risk Management Department, Enterprise Holdings



Collateral Consultants
Asset Recovery Nationwide Skiptracing

WELCOME



Hello, and welcome to the third annual Auto Rental Summit!

We're back in South Florida to convene a conference dedicated to improving your customers' satisfaction and enhancing the revenue of your car rental operations.

We've expanded our programming yet again to deliver even more real-world solutions. We hope you've RSVP'd for our first-ever Fleet Jam Session, a three-hour workshop on Monday morning dedicated to fleet from all sides: planning, funding, sales and remarketing.

Auto Rental Summit's core mission is to celebrate excellence in the car rental industry. On Tuesday, we're pleased to announce the winners of the third annual *Auto Rental News* Professional of the Year Awards, sponsored by American Express. As well, CarRentalExpress.com will present its second annual award to the car rental company that scored highest in its Renter Rated™ program for 2014.

Get set for two days of roundtables, seminars, networking, exhibitors, award recognitions and old-fashioned rock and roll. Just by registering for Auto Rental Summit, you've already dedicated yourself to our theme: "Be A Rock Star." We're sure you'll gain inspiration and a renewed energy to take home and empower your team.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Brown". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Chris Brown

Executive Editor

Auto Rental News



RENTER★RATED

from CarRentalExpress.com

See us at
Table 1
during the
Auto Rental
Summit.



What is Renter Rated™ System?

Knowing what is going on at the rental counter while you are away can be tough. That is why the Renter Rated™ system was built. We encourage renters to give you their feedback on your agency, scoring it on everything from “Staff Knowledge” to “Promptness of Service”. This ensures that you can make knowledgeable business decisions and have more successful rentals.

REASONS TO LOVE RENTER RATED

- Real Reviews from Real Renters
- Know what is really happening at your rental counter
- Easy to read and understand
- Assures Reliability and Quality
- Increased Information that is objective
- City specific information
- Targets the most important areas of service.

SPECIAL FEATURES

**INTRODUCING A NEW
CONFERENCE EXCLUSIVE!**

Fleet Jam SESSION

Monday, November 10
9:00am - 12:00pm
Meeting Room 2

In this intensive, three-hour workshop, get a high-level view of the auto rental market, followed by a blue-ribbon panel discussion on the latest trends in fleet planning, funding, sales and remarketing. Then get ready to roll up your sleeves for our fleet roundtables, in which operators get exclusive access to the "Fleet Rock Stars" who will provide you with specific answers to your specific fleet issues.

RSVP ONLY



OPENING KEYNOTE ADDRESS

**The Return of
Dr. Craig Manning:
a Deep-Dive into
the Fearless Mind
Methodology**

Monday, November 10, 2014
1:00pm – 1:55pm
Ballroom C

In this interactive seminar, Dr. Craig Manning, Olympic Sports Psychology Consultant, will take you into his Fearless Mind methodology, with specific tools to take home to your car rental operation to inspire your employees and unlock higher performance.

Sponsored by 

THE OPENING ACT ROCK STAR PARTY!

Monday,
November 10, 2014
5:15pm – 7:00pm
Ballroom A

Stage dive into the action and mingle with fellow attendees and sponsors at our rock-star themed party. You received a smokin' hot t-shirt provided by NextGear Capital™ and we encourage you to show it off at the event.

Sponsored by



AWARDS PRESENTATION

Tuesday, November 11 • 1:00pm - 1:35pm • Ballroom C



Auto Rental News Professional of the Year Awards

These awards will showcase companies' best and honor the unsung heroes who make a difference professionally and personally every day. Awards categories include Professional of the Year at a Corporate, Franchise and Independent location.

Sponsored By 

The 2014 Renter Rated™ Award by CarRentalExpress.com

This award will be given to the independent car rental company that receives the highest score based on ratings and reviews from actual car rental transactions posted to the Renter Rated™ program on CarRentalExpress.com. Runners up in three subcategories - Staff, Vehicles and Recommend will be recognized with honorable mentions.



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Services at
Table 38

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www.twitter.com/ATS_RoadSafety



www.youtube.com/ATSRoadsafety

FULL SCHEDULE

MONDAY, NOVEMBER 10

8:00am - 7:00pm

REGISTRATION OPEN

Ballroom Foyer

Sponsored by  Collateral Consultants
Asset Recovery Nationwide Skiptracing

9:00am - 12:00pm

EXCLUSIVE! FLEET JAM SESSION

Meeting Room 2

In this intensive, three-hour workshop, attendees will get a high-level view of the (the future of fleet) auto rental market as well as specific answers to their fleet questions. Ricky Beggs of Black Book kicks off the workshop with a view on the residual value market, followed by a blue-ribbon panel discussion on the latest trends in fleet planning, funding, sales and remarketing. Then get ready to roll up your sleeves for our fleet roundtables, in which operators get across-the-table access to our team of “fleet rock stars” who will provide actionable advice on specific fleet issues.

Presenter and Panel Moderator: Ricky Beggs, Black Book

Panelists: Mark Bohannon, NextGear Capital; Craig Goodman, VRCG, Inc.; Michael Muehlenfeld, Mile Fleet LLC; Charlie Mullen, ACE Rent A Car

ROUNDTABLE TOPICS AND PRESENTERS:

- **Seize the Opportunity: Sourcing Fleet (New and Used) From Your Local Market**
Presenter: Larry Soleta, Walsler Automotive Group
- **Beyond the Auction: Remarketing Through Brokers, Dealers and Your Own Rental Lot**
Presenter: Joe Lyons, Marple Fleet Leasing
- **Right Car, Right Rate: What Priced Vehicle Can My Market Profitably Support?**
Presenter: Wayne Webb, Peer Group Resources Inc.
- **How To Maximize Your Fleet Floor Plan**
Presenter: Mark Bohannon, NextGear Capital
- **Fleet Costs: How to Make Sure Your Biggest Single Expense is Where it Needs to Be**
Presenter: Jim Tennant, The Tennant Group
- **Good Fleet Planning Starts with Good Fleet Financing**
Presenter: Jim Anderson, Jim Anderson Fleet Sales
- **Online Auctions: Understanding the Process**
Presenter: Chris Reeves, Ally | SmartAuction

RSVP ONLY


1:00pm - 1:55pm

OPENING KEYNOTE ADDRESS: THE RETURN OF DR. CRAIG MANNING: A DEEP-DIVE INTO THE FEARLESS MIND METHODOLOGY

Ballroom C

At the 2014 Car Rental Show, Dr. Craig Manning brought the audience to its feet sharing his experiences as a pro tennis player, coach and Olympic sports psychology consultant. In this interactive seminar, Manning will take attendees deeper into his Fearless Mind methodology with specific tools to take home to your car rental operation to inspire your employees and unlock higher performance.

Presenter: Dr. Craig Manning, *The Fearless Mind*

Sponsored by  PurCo

2:00pm - 2:55pm

HOW TO MAINTAIN CUSTOMER SERVICE IN THE DAMAGE RECOVERY PROCESS

Ballroom C

When it comes to recovering for customers' damages to rental cars, operators have an obligation to recoup what is rightfully theirs while maintaining high levels of customer service. In this seminar, David Purinton of PurCo Fleet Services will show attendees that both can be achieved, and that customer service extends beyond your traditional rental customers to your “internal” ones – your vendors, business associates, investors and employees.

Presenter: David Purinton, PurCo Fleet Services

2:55pm - 3:15pm

COFFEE BREAK

Ballroom Foyer

Sponsored by **SmartAuction**

3:15pm - 4:10pm

ARE YOU MOBILE YET?

Ballroom C

From reservations and smartphone apps to contracts and inventory control, the car rental industry is going mobile. This seminar will show attendees the components of a mobile reservations website, as well as demonstrate mobile applications to check out vehicles and change vehicle statuses, capture signatures, scan barcodes, take photos of damage, schedule reports and print – inexpensively – via Bluetooth to a portable printer.

Presenters: Sharky Laguana, Bandago Van Rental; Angela Margolit, Bluebird Auto Rental Systems; Tony Simopoulos, Metavera Solutions Inc.

4:15pm - 5:10pm

COUNTER SALES MADE EASY

Ballroom C

Pat the Trainer brings her lively, engaging style and printed workbook materials to this nuts-and-bolts seminar on improving your counter sales, with many quick tips you can apply right away. Sales tips in hand, Pat will include a bonus of easy goal-setting steps to keep your team sales focused.

Presenter: Pat the Trainer, Rent-A-Wreck, Priceless & NextCar brands

5:15pm - 7:00pm

OPENING ACT ROCK STAR PARTY

Ballroom A

Stage-dive into the action and mingle with fellow attendees and exhibitors at our rock-star themed party. You received a smokin' hot t-shirt provided by NextGear Capital™ and we encourage you to show it off at the event.

Sponsored by 

TUESDAY, NOVEMBER 11

8:00am - 3:00pm

REGISTRATION OPEN

Ballroom Foyer

Sponsored by 

8:30am - 9:30am

BREAKFAST WITH EXHIBITORS

Ballroom A

Wake up and get the pick-me-up you need to fuel your day while you view the latest technology and services and mingle with the exhibitors.

9:35am - 10:30am

BENCHMARKING THE TOP 5 KEY PERFORMANCE INDICATORS (KPIs) FOR MAXIMUM RESULTS

Ballroom C


In this critical seminar, Lori Tennant of TSD will discuss the various benchmarks operators should be tracking to ensure maximum profit and efficiencies.

Presenter: Lori Tennant, TSD

10:30am - 10:50am

COFFEE BREAK

Ballroom Foyer

Sponsored by 

10:50am - 11:45am

USING TECHNOLOGY TO FIND NEW BUSINESS

Ballroom C

While accessing the OTAs becomes prohibitively more expensive, technology is leveling the playing field for non-major car rental companies. This seminar will show you how to tap into new channels of business using alternative reservations channels, mobile apps, application programming interfaces (APIs) and more. This seminar will have an in-depth social media component, in which you'll learn the crucial components of managing your online brand, how to interact with your customers and how conversation rate optimization (CRO) is the key to more revenue in today's market.


Presenters: Paul Allison, Express Internet Technologies; Stan Levy, CarRentalExpress.com

11:45am - 12:55pm

LUNCH WITH EXHIBITORS

Ballroom A

Enjoy lunch while you view the latest technology and services available to the auto rental industry.

Sponsored by 

1:00pm - 1:35pm


AWARDS PRESENTATION

Ballroom C

PROFESSIONAL OF THE YEAR AWARDS



The Auto Rental News Professional of the Year Awards honors associates from auto rental companies worldwide who demonstrate and promote outstanding customer satisfaction within the car rental process. In conjunction with Auto Rental News, the awards are a forum for the auto rental industry to celebrate its champions, enhance industry morale and publicize its good works. Awards categories include Professional of the Year at a corporate, franchise and independent location.

Sponsored by 

THE 2014 RENTER RATED™ AWARD



Presented by CarRentalExpress.com, this award will be given to the independent car rental company that receives the highest score based on ratings and reviews from actual car rental transactions posted to the Renter Rated™ program on CarRentalExpress.com. Runners up in three subcategories - Staff, Vehicles and Recommend will be recognized with honorable mentions.

FULL SCHEDULE

1:40pm - 2:35pm

WINNING THE WAR FOR TALENT

Ballroom C

Sourcing and selecting top-shelf candidates is the foundation for your rental operation's success. In this essential seminar, the team from Frontline Performance Group (FPG) will show participants ways to assess their "unique recruitment message" by examining their reputation via job aggregation sites such as GlassDoor and Indeed.com. FPG will compile industrywide composites of managers' base wages and incentive plans and present results in this seminar, as well as provide car rental industry statistics from Career Builder's labor portal to help attendees benchmark their pay scales.

Presenters: Ken Stellan and Michele Nilles, Frontline Performance Group

2:35pm - 2:55pm

NETWORKING BREAK

Ballroom Foyer

Sponsored by 

3:00pm - 3:55pm

THE METRICS AND MANAGEMENT OF EMPLOYEE COMPENSATION

Ballroom C

Sharon Faulkner, executive director of ACRA and a former Dollar and Thrifty franchisee, will bring her years of on-the-ground experience to a discussion on employee benefits and compensation. She'll provide insights into issues such as: starting salaries by position, the right time for raises, structuring an effective incentive plan, deciding who gets a car and when to hire an outside sales person. Using industrywide data compiled for the seminar, Frontline Performance Group will present the formula for a successful incentive plan and the key metrics needed to manage this plan.

Presenters: Sharon Faulkner, ACRA; Ken Stellan, Frontline Performance Group

4:00pm - 4:55pm

MAKING OBAMACARE WORK FOR YOU

Ballroom C

The next open enrollment period under the Affordable Care Act, aka Obamacare, begins Nov. 15. Are you prepared? This seminar will educate attendees on the latest changes for the new enrollment period and show how to reduce costs, eliminate confusion and free up time spent dealing with health insurance. Included will be several specific options to mitigate the increased costs associated with the mandates and penalties.

Presenter: Craig Scurato, Simplifi Benefits, LLC

5:30pm - 7:15pm

SONNY'S THE CARWASH FACTORY TOUR

Shuttle's Depart from the Bus Bay Entrance near the Hard Rock Conference Center

SONNY'S, the world's largest manufacturer of conveyerized automatic car washes invites you to join them for a factory tour, car wash demonstration and car washing analysis along with refreshments and hors d'oeuvres at our state of the art 135,000 sq. ft. car wash factory. SONNY'S will provide transportation immediately after the close of the Auto Rental Summit on to our factory, just a short 15 minute ride from the hotel. After the tour and refreshments, SONNY'S will return all guests to the Hard Rock. If you wash cars as part of your business, you cannot afford to miss this opportunity!



Auto Rental Summit attendees* will have the chance to rock out and win a Fender Guitar complete with a stand and bag! Attendees can enter the drawing at the registration desk.

The lucky winner will be announced at the Awards Presentation on Tuesday, November 11 and does not need to be present to win. The Fender Guitar is valued at \$225.

*Open to operators only. Suppliers and vendors do not qualify.

Sponsored by 

SPEAKER BIOGRAPHIES



PAUL ALLISON

**Internet Marketing and Development Manager
Express Internet Technologies**

Paul Allison has been involved in online marketing and development since the early days of the Internet in 1997. He was educated at the Vancouver Film School Multimedia Program where he studied audio, video, multimedia and Internet development. The Internet can enhance a business' exposure, but most businesses do not understand how to create a compelling sales presentation, find targeted traffic and contribute to the public narrative that is undoubtedly taking place online regarding their brand. Paul thrives on empowering clients with creative design and marketing strategies that turn the internet into a powerful tool to grow their companies bottom line.



JIM ANDERSON

**President
Jim Anderson Fleet Sales**

Jim Anderson has 44 years' experience in car rental & fleet sales to car rental industry. As both a buyer of fleet vehicles and a seller of fleet vehicles, fleet financing was always required. Jim worked for Avis RAC New York Sales beginning in 1970 then moved to Budget RAC. He has also worked for American International RAC and American International RAC. Jim has been involved with automotive fleet sales since 1981 and started Jim Anderson Fleet Sales in 2005.



RICKY BEGGS

**Senior Vice President, Editorial Director
Black Book**

Ricky Beggs began his career in the automotive industry in 1981 as a member of the Editorial team at Black Book gathering market information, conducting data analysis and reporting the used vehicle market values. After working specifically in the used domestic model car market, the older car market and with the truck and utility market, in 1991 Ricky began leading the team of industry experienced Editors and data analysts in reporting current used market values that are based on actual auction activity and projecting residual values for consumer leasing. Ricky represents Black Book as an industry expert and provides market insight for many publications and websites.



MARK BOHANNON

**Regional Sales Director
NextGear Capital**

Mark Bohannon is responsible for the management and oversight of all aspects of NextGear Capital's Sales Team in the South East Region. Mark has 15 years of experience in the rental and automotive finance industry, where he has held various roles in sales, business development and account management. He joined Dealer Services Corporation in 2005 where he has held the positions of VP Business Development, General Manager and Account Executive before assuming the position of Regional Sales Director.



SHARON FAULKNER

**Executive Director
American Car Rental Association**

Sharon Faulkner is the Executive Director of the American Car Rental Association. She has been involved with the car rental industry since the 1970's. She was the owner/operator of Thrifty and Dollar Rent A Car in Albany, NY for over a decade and worked with corporate Avis/Budget Group before becoming the director of ACRA. She has been a board member of each national car rental association and has always been very involved with the legislation that affects the car rental industry. Sharon lobbies extensively to promote sensible legislation on both a national and state level.



CRAIG GOODMAN

**Director of Remarketing
VRCG Inc.**

Craig Goodman is currently the Director of Remarketing for VRCG Inc. and has over 16 years of extensive remarketing, fleet management, and rental operations experience. He understands the importance of a diversified remarketing plan through selling direct to dealers, at auction, and online sales channels. Craig's previous positions include Midwest Remarketing Manager for Hertz and Vice President of Fleet Operations at ACE Rent A Car, Inc.



SPEAKER BIOGRAPHIES



SHARKY LAGUANA

Founder and CEO
Bandago

Sharky Laguana founded Bandago in 2003. He came to the rental industry through an unusual path: as the guitarist in a major label band (Creeper Lagoon) he rented numerous tour vans and would often think about how the experience could be improved. After a lengthy tour interruption due to a rental van breakdown he decided to build his own van rental company. Starting with a single van in front of his apartment, he slowly grew the company, which now has hundreds of vehicles and offices nationwide. Along the way he wrote the web-based software used for all operations.



STAN LEVY

Chair
CarRentalExpress.com

As a car rental provider, Stan Levy was the owner and operator of a multiple-location Budget franchise for five years before spending seventeen years running his own independent car rental agency. Stan co-founded CarRentalExpress.com to provide outstanding products and services that will better the independent car rental industry. He oversees daily operations of Express ITech, consults on all major decisions and is responsible for long-term planning, strategy implementation, and sales promotion.



JOE LYONS

Remarketing and Fleet Sales Manager
Marple Fleet Leasing, LLC

Joe Lyons has more than 30 years' experience in remarketing off-lease and rental cars, trucks and equipment at auction and direct to dealers. He has 10 years of experience in auction management, eight years' experience in direct used sales to retail dealers, rental operators and brokers, five years' experience in new fleet sales to rental and fleet companies and four years' experience in car and truck rental. Joe is currently the remarketing and fleet sales manager for Marple Fleet Leasing, LLC and was formerly with Dollar Thrifty RAC, Manheim Auctions, Flagship Financial, Wells Fargo, ADT Auctions, Gecal, ARI and Holman.



DR. CRAIG MANNING

Olympic Performance Psychology Consultant
Author of "The Fearless Mind"

Dr. Craig Manning is an applied performance consultant. He is the author and founder of The Fearless Mind as well as a Professor of Applied psychology at Brigham Young University. His clients include, but not limited to, Red Bull High Performance, US Ski and Snowboarding, and numerous Corporate Organizations. After 28 years of experience and applied research in the field of human performance, Dr. Manning has found that the key to success in athletics, business, and our personal lives is how mentally tough we are at the core. "Change your mind, change your life."



ANGELA MARGOLIT

President
Bluebird Auto Rental Systems

Led by Angela Margolit since 1993, Bluebird Auto Rental Systems is the global value leader in providing software to car rental companies. In striving to meet the ever-changing needs of their customers and the industry as a whole, Bluebird prides itself on being an early adopter of new technology. To that end, they eagerly take on new projects to continually improve their already robust and feature-rich product line.



MICHAEL MUEHLENFELD

President
Mile Fleet LLC

Michael Muehlenfeld has been in various capacities of the rental car business since 1990. He began in Alamo Rent A Car's corporate office as a Fleet Manager purchasing over 150,000 cars a year. When Alamo merged with National and was purchased by AutoNation, he began working on the dealer side selling over 300,000 cars annually. This is where he developed relationships with various franchises and independent operators who he still works with today. Michael incorporated Mile Fleet in 2008 and now is selling approximately 50,000 vehicles annually through 7 dealer groups and a team of rental car experts.

D I G I T A L K E Y S

A Revolution in the Auto Rental industry



Bring state-of-the art connected car technology to your fleet.

- Create a unique customer experience - provide customers with the option of a completely digital solution for renting and accessing vehicles, all through their smartphone. **No keys, no hassle.**
- Streamline operations – reduce staff and reliance on physical key management with a digital key solution.

With digital keys, managing vehicle access becomes easier, safer and more cost effective.



SPEAKER BIOGRAPHIES



CHARLIE MULLEN
Senior Vice President
ACE Rent A Car Reservations Inc.

Charlie Mullen began his car rental career in 1971 in Indianapolis as a car washer/hiker, with American International Rent A Car, and began to work through the ranks. In 1986, Charlie, along with his mentor, the late Bob Sorensen and Dick Radzis, formed ACE Rent A Car, and ACE Rent A Car Reservations. ACE Reservations began to add independent car rental operations as affiliates. ACE now has 250 Affiliate locations in 14 Countries worldwide. Charlie has worked in the fleet end of the business since day one. Repurchase, new, and used cars and vans strategies are all part of the fleet plan.



MICHELE NILLES
Executive Director of Talent Management
Frontline Performance Group

Michele Nilles joined Frontline Performance Group in 2012 with eight years of experience in Human Resources Management and Talent Acquisition. As Executive Director of Talent Management, she is responsible for all Human Resources initiatives. As such, she leads organizational change, leadership development, talent acquisition, employee relations, and compensation and benefits. Prior to joining Frontline Performance Group, Michele worked for the largest staffing company in the world, where she was a Human Resources partner to many Fortune 500 companies. Michele attended Florida State University and holds a Bachelor's Degree in Business Administration.



DAVID PURINTON
President
PurCo Fleet Services, Inc.

David Purinton founded PurCo in 1993. His dedication to honest business practices and cutting edge management has made PurCo America's largest independent company devoted exclusively to loss prevention for the vehicle rental industry. David has gained an extensive knowledge of the industry from his Thirty years' experience and involvement in the business. He was a founding member, and currently serves as secretary, of the Utah/Idaho Car and Truck Rental and Leasing Association. He is actively involved in initiating legislative changes to improve various aspects of the auto rental industry. David has built relationships with legislators and other elected officials on both state and federal levels.



CHRIS REEVES
National Fleet Account Manager
SmartAuction

Representing SmartAuction as National Fleet Account Manager, Chris's responsibilities include managing key client-facing activities with Rental Car Companies, Banks, Credit Unions, Finance Companies and Fleet organizations in the U.S. With more than 25 years of experience in the automotive finance and remarketing industry, Chris has a keen understanding of the challenges facing both the finance and remarketing industries. He has held a variety of positions in sales, sales training, commercial lending, underwriting, revenue management, field operations and remarketing within Ally/GMAC and SmartAuction.



CRAIG SCURATO
Founder/Managing Member
Simplifi Benefits, LLC

Craig Scurato is an employee benefits consultant to entrepreneurs who leverages his 25 years serving large corporations to create competitive advantage for his small business clients. Craig has worked for some of the largest and most admired companies in the employee benefit business - Delta Dental, CIGNA and The Standard Insurance Company to name a few. During this time he used creative approaches to improve the bottom lines of organizations in the private and public sector.



TONY SIMOPOULOS
Founder & President
Metavera Solutions Inc.

Tony Simopoulos graduated from the University of Toronto with a double-major in mathematics and physics. He entered the technology industry as a programmer for a Toronto company providing software solutions for public transit agencies. In 2000 he founded Metavera as a pioneer of the CarSharing Industry, working with small non-profits and entrepreneurs, building the market into the dynamic business it is today. Metavera's customers are worldwide of all sizes, with thousands of vehicles, and tens of thousands of users. Tony is proud of Metavera's substantial impact in this industry, and his team that will sustain this impact for decades.

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SPEAKER BIOGRAPHIES



LARRY SOLETA

Director - Commercial Services
Walser Automotive Group

Larry Soleta provides management support to Walser rental car initiatives for both Choice Auto Rental and the Sixt MSP airport franchise brand, Walser Leasing and Fleet Services, as well as FleetSources, Walser's fleet and commercial acquisition services company. Larry has been in the fleet leasing and car rental industry for over 30 years, more recently with GE Capital as Regional VP of Sales, rental finance and leasing. He began his career with National Car Rental, where he served as VP- Brand Integrity, Vice President - Franchise Development, Regional VP of Commercial Sales, Sr. VP - National Accounts, and Director of Vehicle Management Services.



KEN STELLON

Managing Partner
The Frontline Performance Group

Ken Stellon leads FPG's client field delivery team. He has 17 years of experience in various sales, training and performance management roles within the automotive and car rental industry. He has presented Frontline seminars to over 10,000 associates, managers and owners throughout the US, Canada, Latin America and Europe. He has airport, local market and dealership based car rental experience with both corporate, licensee and agency operations. Throughout his client delivery he has gained valuable insights from leading brands like Hilton Hotels, Waldorf Astoria, Hertz, Avis Budget Group, Dollar-Thrifty, Enterprise, Alamo-National, Virgin, AutoNation and many other independent car rental licensees. Since 2005, he has written fifteen different articles on a wide variety of topics for *Auto Rental News*.



JIM TENNANT

Principal
The Tennant Group

Jim Tennant has over 30 years' experience in the vehicle rental industry. After serving as president of Holiday Rent A Car, he purchased the Holiday franchise for San Francisco which became Payless Car Rental. Tennant sold the Payless franchise and purchased the money-losing Thrifty Car Rental franchise which became profitable in the 2nd month. At its peak, the company had a fleet of 2,200 vehicles with 185 employees at 16 offices. Today, Tennant provides consulting and expert witness services to the vehicle rental industry. He also chairs the Roundtable, a group of car rental owners that exchange financial information and meet twice yearly.



LORI TENNANT

Director of Strategic Alliances
TSD

With more than 36 years in the car rental business, Lori Tennant, Director of Strategic Alliances, has contributed to the success many rental operators and dealerships. Prior to her joining TSD, Lori was the Toyota Rent A Car Manager for Southeast Toyota Distributors, LLC and responsible for 175 dealers in 5 states, maintaining the #1 position for Sales and Units in Operation for 5 years. Lori was a co-owner of Payless and Thrifty car Rental in San Francisco for 15 years. Today, Lori has a significant impact on rental companies and OEM dealerships and is moving forward significantly into the international market place for rental businesses and dealerships.



PAT THE TRAINER

Director of Training & Development
NextCar, Priceless and Rent A Wreck Corp Training

Pat The Trainer brings 26 years of Training and Development experience. 20 years specifically in the Car and Truck Rental industry. She develops courses covering many Business and Human Resource subject matters for Counter Operations, Reservations and Management teams. Her favorite courses to develop and facilitate are soft skill subjects like Counter Sales, Customer Service, Optional Product Sales and Telephone Skills. Stop by and meet her on Monday, November 10th at the Counter Sales Made Easy evening session where she will share a few quick tips to counter selling.



WAYNE WEBB

President
Peer Group Resources

Wayne Webb has over 35 years of executive and operational management experience in the car and truck industry, serving in many capacities that range from division president to regional manager and many positions in between. He developed and implemented the Profit Group Program, a benchmark program for the car and truck rental industry in 1985. Wayne has facilitated the program in the United States, Canada, South and Central America, Europe and Australia. The program was instrumental in the proliferation of best practices and establishing key operating metrics for five car and truck rental franchise companies.



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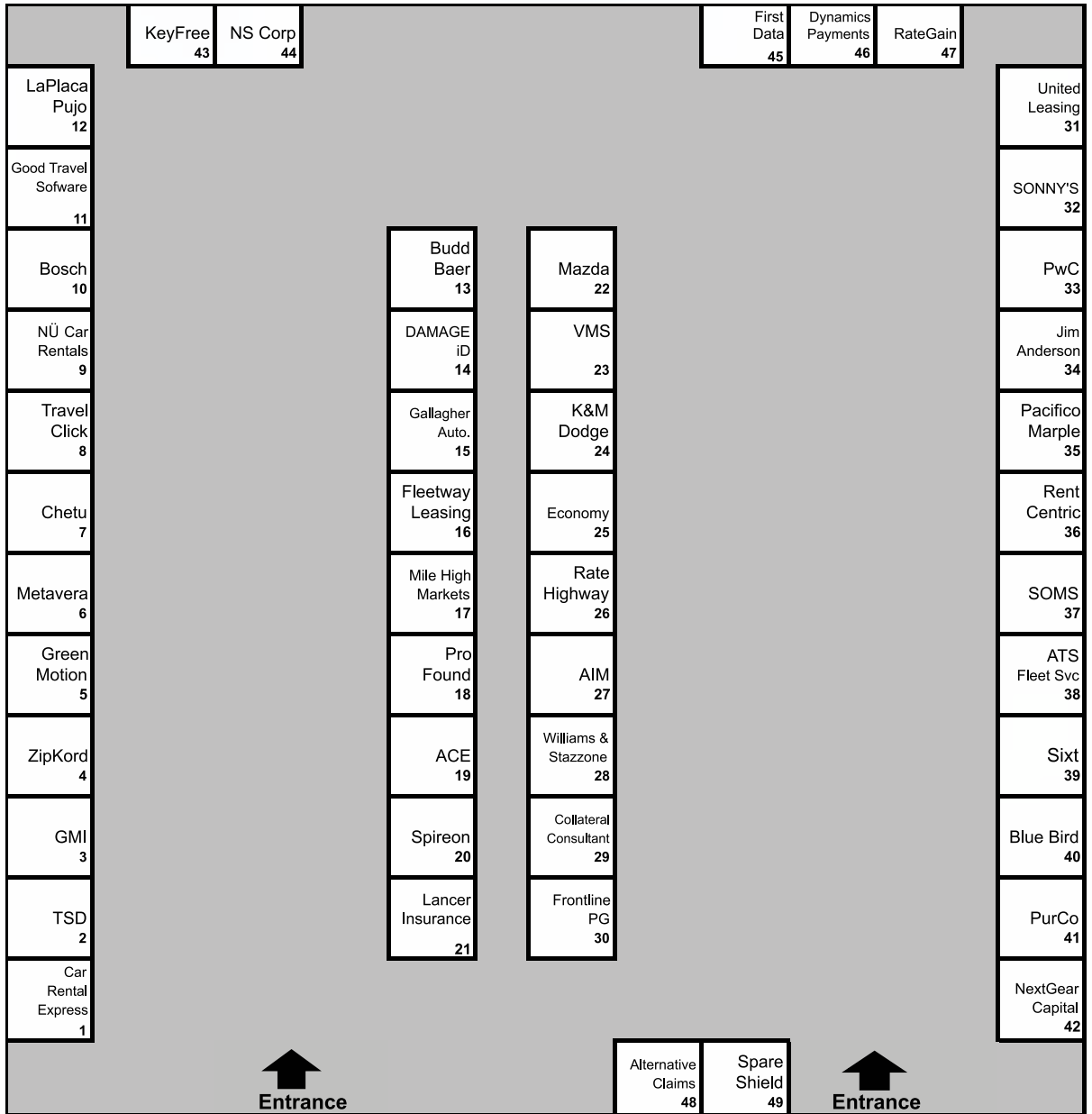
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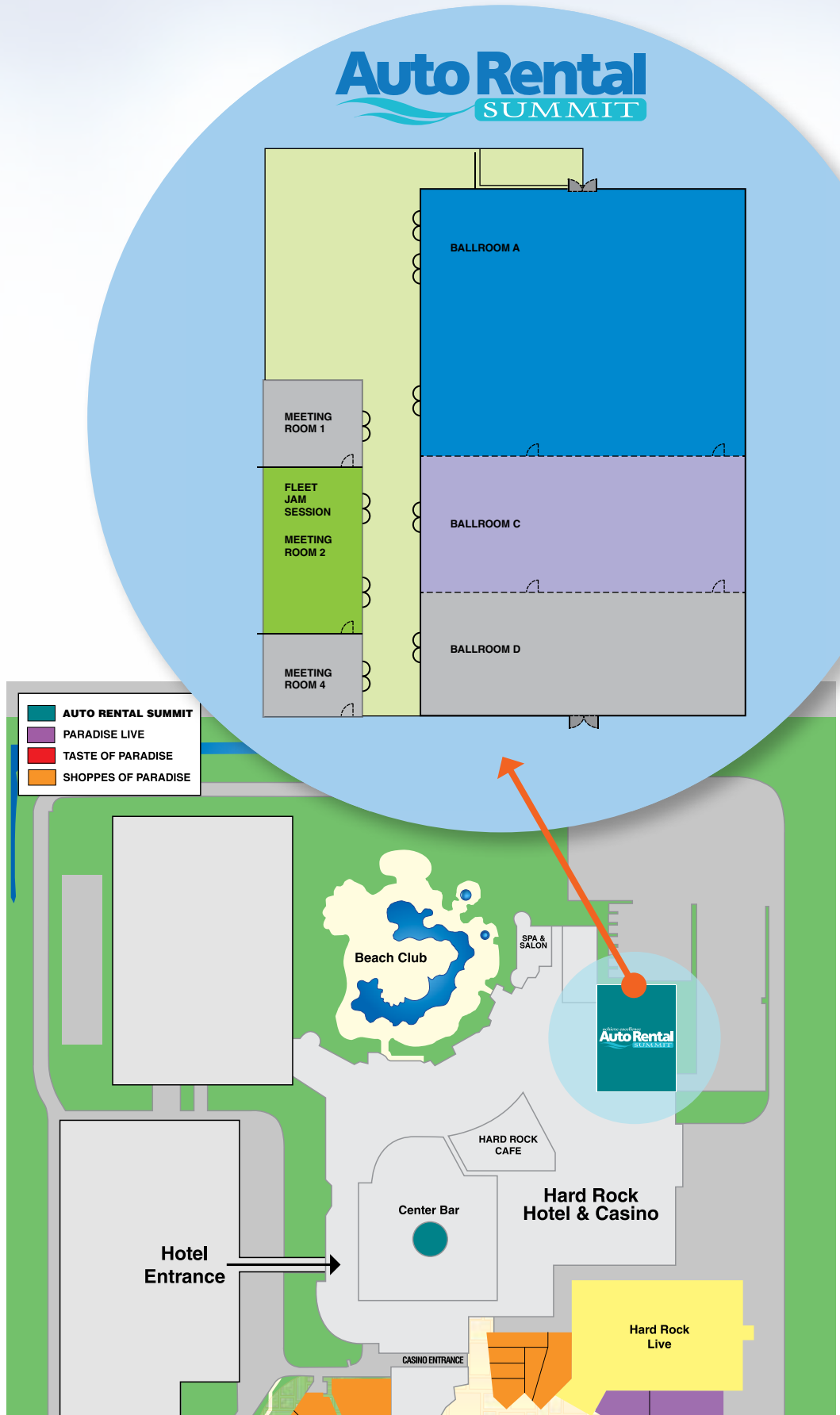
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Lost and Found is located at the Auto Rental Summit registration desk. Past the close of registration on the last day of the show, show management will turn over any unclaimed items to the Seminole Hard Rock Hotel & Casino in-house security.

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QUESTIONS?

If you have questions, please call (800) 576-8788 Monday through Friday from 8:30am - 5:30pm Pacific.



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