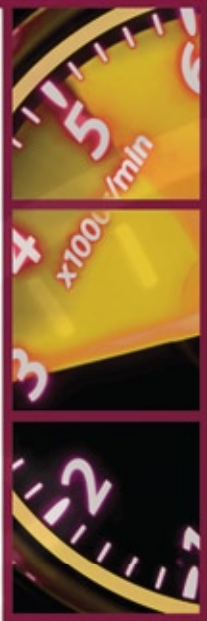


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REGISTRATION HOURS

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Tuesday, March 8

8:00am – 7:00pm

Wednesday, March 9

7:30am – 6:00pm

EXHIBIT HALL HOURS

Tuesday, March 8

5:00pm – 7:00pm

Wednesday, March 9

11:45am – 2:45pm

5:00pm – 7:00pm

The Car Rental Show is a production of
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- Chris Brown, Executive Editor
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- Bob Brown, Jr., Associate Publisher & Great Lakes Sales Manager

AMERICAN CAR RENTAL ASSOCIATION

- Sharon Faulkner, Executive Director

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Welcome Letter



Welcome to the 2011 Car Rental Show!

Your presence in Las Vegas, at the 16th Annual Car Rental Show, demonstrates that you already have what it takes to succeed. Along with our stellar partner, the American Car Rental Association (ACRA), we look forward to presenting you with this year's conference.

The timing couldn't be better. The car rental industry has experienced unprecedented change in the last couple of years, and the new economy is taking shape. We've gathered the top industry experts to deliver exciting sessions aimed at helping you navigate this revolution, take advantage of new opportunities and thrive in the future. Nowhere else will you find a marketplace like our exhibit hall full of products and services catered exclusively to your needs; or a gathering of car rental industry professionals in one place with whom to share challenges, ideas and solutions.

We urge you to take advantage of all the sessions, and meet with the exhibitors and sponsors during the exhibit hall and networking hours in order to maximize your experience. Take this opportunity to reconnect with industry friends and create new alliances. Our staff has worked tirelessly to put together a seamless conference for you. Please find us if we can answer any questions on how you can maximize your experience. I would like to thank our sponsors of the 2011 Car Rental Show for their support, as well as the exhibitors, speakers and panel members who have contributed their time to make this event a success.

Enjoy your time in Las Vegas!

A handwritten signature in black ink, appearing to read 'S. Brown', written in a cursive style.

Sincerely,
Sherb Brown
Vice President & Group Publisher
Bobit Business Media

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Schedule At-A-Glance

TUESDAY, MARCH 8

8:00am - 7:00pm

REGISTRATION OPEN

Hilton Ballroom Foyer

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10:00am - 12:00pm

PRE-CONFERENCE CONCURRENT SESSIONS

- International Operators Seminar *Ballroom F*
- Tennant Group Roundtable *Ballroom G*

1:00pm - 1:15pm

WELCOME TO THE 2011 CAR RENTAL SHOW *Ballroom C*

1:15pm - 2:00pm

OPENING KEYNOTE ADDRESS:

Rethinking Car Rental in a New Era of Technology *Ballroom C*
 Keynote Speaker: *Larry De Shon, Avis Budget Group, Inc.*

2:00pm - 3:05pm

CONCURRENT SESSIONS

- Innovative Marketing Techniques for Independents *Ballroom F*
- Carsharing: Extending Your Reach, Improving Your Margins *Ballroom G*

3:05pm - 3:50pm

CONCURRENT SESSIONS

- High Risk, High Reward: Renting Exotics *Ballroom F*
- Turbo Boost Your Rental Car Operation: Secrets to Running Your Rental Operation at Maximum Efficiency and Profitability *Ballroom G*

3:50pm - 4:00pm

NETWORKING BREAK *Ballroom C*

4:00pm - 5:00pm

GENERAL SESSION:

Ask the Manufacturers *Ballroom C*

5:00pm - 7:00pm

OPENING NETWORKING RECEPTION AND EXPO *Ballrooms A & B*

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WEDNESDAY, MARCH 9

7:30am - 6:00pm

REGISTRATION OPEN

Hilton Ballroom Foyer

Sponsored by



7:45am - 8:30am

CONTINENTAL BREAKFAST

Ballroom C

Sponsored by



8:30am - 9:15am

SPECIAL KEYNOTE ADDRESS:

Ballroom C

The Triple Bottom Line

Keynote Speaker: *Lee Broughton, Enterprise Holdings*

9:15am - 9:30am

AWARDS PRESENTATION

Ballroom C

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9:30am - 10:30am

ACRA PANEL SESSION

Ballroom C

10:30am - 10:45am

NETWORKING BREAK

Hilton Ballroom Foyer

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10:45am - 11:45am

CONCURRENT SESSIONS

- Rental Car Satisfaction Recovers – Now What? *Ballroom F*
- Five Profit Boosters and Five Profit Busters of Incremental Sales *Ballroom G*

11:45am - 2:45pm

NETWORKING LUNCH AND EXPO

Ballrooms A & B

(Lunch served 12:00pm – 1:30pm)

2:45pm - 3:30pm

CONCURRENT SESSIONS

- Legal and Legislative Update – Politicians, Lawmakers and Judges Had Their Eyes on You in 2010! *Ballroom F*
- How to Explain Car Rental to Banks and Financiers *Ballroom G*

3:30pm - 4:15pm

GENERAL SESSION:

Profit Making Ideas to Use Today *Ballroom C*

4:15pm - 5:00pm

CLOSING KEYNOTE ADDRESS:

From Bailouts to Cash for Clunkers: The New Normal in the Car Business for Dealers and Rental Operators

Ballroom C

Keynote Speaker: *Jack Fitzgerald, Fitzgerald Auto Malls & Rent-A-Wreck*

5:00pm - 7:00pm

CLOSING NETWORKING RECEPTION AND EXPO *Ballrooms A & B*



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Full Conference Schedule

TUESDAY, MARCH 8

8:00am - 7:00pm

REGISTRATION OPEN • Hilton Ballroom Foyer

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10:00am - 12:00pm

PRE-CONFERENCE CONCURRENT SESSIONS:

International Operators Seminar • Ballroom F

This two-hour session, for international operators only, is designed exclusively around the unique and diverse challenges facing overseas operators. This year's agenda will include rate management techniques from the experts and an introduction to a new affiliate program to put you on the Global Distribution Systems (GDS). Learn how to get mobile and go paperless using the latest tech tools with hands-on product instruction. New hiring and training strategies; how to create buzz and measure success and credit/debit system compliance will also be discussed.

Hosted by: Angela Margolit, Bluebird Auto Rental Systems

Panelists: Roy Bricker, Element Payment Services; Jim Davis, Leslie Saunders Insurance and Marketing International; Michael DeLorenzo, Next Car and Rent-A-Wreck of America; Joe Knight, Fox Rent A Car; Tom Sabol, Leslie Saunders Insurance and Marketing International

Tenant Group Roundtable • Ballroom G

The semi-annual Roundtable is the car rental industry's premier forum for car rental operator members to share information and learn ways to improve efficiencies and maximize profits in their businesses. This year, the Roundtable features a unique new format. Attendees were encouraged to submit a set of key business performance statistics in advance of the show. Tennant aggregated submitted numbers into an anonymous report, and operators that submitted statistics received a customized, confidential report comparing their numbers to the aggregated averages of the group. The Roundtable will hold a panel discussion to break down the statistics. Operators with exceptional performance were asked to speak about their operation and answer questions from the group.

(RSVP and pre-requisite form recommended)

1:00pm - 1:15pm

WELCOME TO THE 2011 CAR RENTAL SHOW • Ballroom C

1:15pm - 2:00pm

OPENING KEYNOTE ADDRESS:

Rethinking Car Rental in a New Era of Technology • Ballroom C
Larry De Shon will discuss how technology is not only changing car rental processes, but also changing the traditional business model itself. Car rental operators will be guided on how technology is providing new opportunities for the industry, but with these opportunities come new challenges in areas such as PCI compliance, customer information security, fleet safety and environmental regulations and standards. Will you be able to harness technology to avoid the potholes and better your business?

Keynote Speaker: Larry De Shon, Avis Budget Group, Inc.

2:00pm - 3:05pm

CONCURRENT SESSIONS:

Innovative Marketing Techniques for Independents • Ballroom F
This hands-on session is designed specifically for independents and entrepreneurs to maximize their shoestring marketing budgets. You will take home ideas on how to generate referral business and buzz through local media, explore sponsorship opportunities with the highest ROI and motivate employees to be "brand advocates."

Presenters: Jim Davis and Tom Sabol, Leslie Saunders Insurance & Marketing International

Carsharing: Extending Your Reach, Improving Your Margins • Ballroom G

Carsharing is the global transportation phenomena estimated to be an \$8 billion-\$10 billion industry worldwide within the next decade. Carsharing requires lower overhead and utilization while offering tantalizingly high RPU's. In this session you will gain insight on the carsharing business model, the competitive landscape, financial models and performance drivers and its value propositions. Whether or not carsharing should be integrated into your operation, you must be educated by the experts on this cutting-edge rental business offshoot.

Presenters: Neil Abrams, Abrams Consulting Group, Inc. and Julian Espiritu, Abrams CarSharing Advisors

3:05pm - 3:50pm

CONCURRENT SESSIONS:

High Risk, High Reward: Renting Exotics • Ballroom F

Everyone looks good in a fast car—but will they work in your rental fleet? An insider's analysis of the considerable challenges and rewards of renting exotic and luxury cars will be presented. Timid operators need not attend.

Presenters: Noah Lehmann-Haupt and Rob Ferretti, Gotham Dream Cars

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Turbo Boost Your Rental Car Operation: Secrets to Running Your Rental Operation at Maximum Efficiency and Profitability • Ballroom G

Are you running your rental operation as efficiently as you can? Are you utilizing your rental fleet in the best way possible? When is the best time to pull rental vehicles from service? What is the replacement cost for vehicles? Is it better to run vehicles in fleet longer or replace them with new cars? How does your operation compare? If you are serious about getting the most out of your rental car operation, don't miss this seminar!

Moderator: Greg Lubrani, OPENLANE

Panelist: Dave Arney, Vehicle Rental Consulting Group, Inc.

3:50pm – 4:00pm NETWORKING BREAK • Ballroom C

4:00pm – 5:00pm


GENERAL SESSION:

Ask the Manufacturers • Ballroom C

This panel discussion will present the state of the automotive industry from the manufacturers' perspective. Panelists from domestic and foreign OEMs will provide insight into auto rental fleet sales, changes in model mix, new model offerings, build-out dates, residual value projections and more. Hear from and ask questions to the OEMs themselves.


5:00pm – 7:00pm

OPENING NETWORKING RECEPTION AND EXPO • Ballrooms A & B

Sponsored by 

7:30pm-10:30pm

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Invitation Only.

WEDNESDAY, MARCH 9

7:30am - 6:00pm

REGISTRATION OPEN • Hilton Ballroom Foyer

Sponsored by 

7:45am – 8:30am

CONTINENTAL BREAKFAST • Ballroom C

Sponsored by 

8:30am – 9:15am

SPECIAL KEYNOTE ADDRESS:

The Triple Bottom Line • Ballroom C

In this session, the case for economic, social and environmental sustainability, or "the triple bottom line" will be laid out. With the increasing proliferation of environmental regulation and legislation, this session will impart the need for the car rental industry to develop a sector-specific position on sustainability reporting and transparency before the industry is likely mandated to do so.

Keynote Speaker: Lee Broughton, Enterprise Holdings

9:15am – 9:30am

AWARDS PRESENTATION • Ballroom C

Sponsored by 

9:30am – 10:30am

ACRA PANEL SESSION • Ballroom C

Join the newly appointed executive director of the American Car Rental Association, and the ACRA Board of Directors for an open forum on today's issues directly affecting your operation and the auto rental industry as a whole, from legislation and taxation to standardization and policy consensus. This is your chance to cause action and affect change through your association.

Moderator: Sharon Faulkner, ACRA

Panelists: Bob Barton, Franchise Services of North America Inc.; Frank Colonna, Triangle Rent A Car, Inc.; Gil Cygler, Allcar Rent A Car; Robert Klyce, Car and Truck Rentals, Inc.; Richard Radzis, ACE Rent A Car; Gordon Reel, Enterprise Rent A Car; Richard Stevens, Payless Car Rental

10:30am – 10:45am

NETWORKING BREAK • Hilton Ballroom Foyer

Sponsored by 

10:45am – 11:45am

CONCURRENT SESSIONS:

Rental Car Satisfaction Recovers – Now What? • Ballroom F

Stuart Greif will present insights into how the economic recovery is playing out for rental car customers. He will

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Full Conference Schedule

share emerging trends and insights from research recently performed by J.D. Power and Associates as well as point to opportunities for rental car companies to better address customer pain points. He will use examples from other industries to emphasize ways that Rental Car companies can learn and apply lessons to raise their performance and differentiate themselves.

Presenter: *Stuart Greif, J. D. Power and Associates*

Five Profit Boosters and Five Profit Busters of Incremental Sales • Ballroom G

When it comes to running a successful operation the little things add up. Whether you're overcoming a customer's objection, stating your location's name in your opening phone greeting or having the correct incentive plan, getting the small details and techniques right can lead to big time results! In this interactive workshop, experts will review five time-tested profit strategies and will caution operators on which five common day practices to avoid.

Presenter: *Daniel Park, Frontline Performance Group, a Khoury Group Company*

11:45am – 2:45pm

NETWORKING LUNCH AND EXPO • Ballrooms A & B
(lunch served 12:00pm – 1:30pm)

2:45pm – 3:30pm

CONCURRENT SESSIONS:

Legal and Legislative Update: Politicians, Lawmakers and Judges Had Their Eyes on You in 2010! • Ballroom F

State legislatures were busy in 2010 making laws that regulate the price of CDW, prohibit insurers from steering policyholders to specific car rental companies, regulate the recovery of vehicle licensing costs, increase taxes on rental operations, provide special treatment of foreign renters, and much more. Court cases decided in 2010 will affect your ability to recover loss of use damage. Michael and Leslie will share their thoughts on how all these changes impact rental operations and the content of your rental agreements.

Presenters: *Michael LaPlaca, Esq. and Leslie Pujo, Esq. of LaPlaca Law, PC*

How to Explain Car Rental to Banks and Financiers • Ballroom G

The auto rental industry is capital intensive, highly leveraged and has lots of moving pieces. So why would a bank or other funding source want to finance a car rental company? Based on 19 years of experience raising money for major car rental companies, investment banker Scott White will tell you how to get your capital sources comfortable with the industry.

Presenter: *Scott White, C.L. King & Associates*

3:30pm – 4:15pm

GENERAL SESSION:

Profit Making Ideas to Use Today • Ballroom C

Get ready to drive profits straight to your bottom line! Members of the Tennant Group Roundtable will each present an idea that has been proven to directly improve profits in their car rental operations immediately. Seminar attendees will also have an opportunity to present a pre-approved idea and will then vote for the best idea. The winner will be announced at the end of the closing keynote address and will receive a free pass to a future Car Rental Show!

Presenter: *Jim Tennant, The Tennant Group*

4:15pm – 5:00pm

CLOSING KEYNOTE ADDRESS:

From Bailouts to Cash for Clunkers: The New Normal in the Car Business for Dealers and Rental Operators • Ballroom C

Jack Fitzgerald will examine today's issues drawing on his 50 plus years of experience in the auto industry, touching on the upheavals of the last several years and how his organization has dealt with the changing landscape of the car business. Fitzgerald's unique perspective allows him to see the car rental business in context with the automotive industry as a franchised dealer, as well as in the context of a retail car rental operator and through the eyes of a franchisor leading a car rental system.

Keynote Speaker: *Jack Fitzgerald, Fitzgerald Auto Malls & Rent-A-Wreck*

5:00pm – 7:00pm

CLOSING NETWORKING RECEPTION AND EXPO • Ballrooms A & B

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Speaker Profiles



Neil Abrams
President
Abrams Consulting Group

Neil Abrams, formerly of the Hertz Corporation, established Abrams Consulting Group, Inc. ("ACG"), a car rental consulting and travel market research company in 1982. ACG launched Abrams Carsharing Advisors in January 2009 to focus exclusively on the quickly evolving carsharing market opportunity for rental operators. Neil is a frequent speaker at industry events and his commentary is often viewed in both print and broadcast media. Throughout his 35 years in the rental industry, he has served on many advisory boards of trade publications and travel organizations, and became the founding Executive Director of the newly reconstituted American Car Rental Association in 2005.



Dave Arney
Vice President
Vehicle Rental Consulting Group, Inc.

Dave Arney has a comprehensive knowledge of fleet planning and re-marketing. He has 20 years of experience analyzing, creating strategies, and executing fleet plans. His tenure in the business has exposed him to a wide variety of market conditions, changes in manufacturers' focus, and cutting edge sales strategies. This experience, combined with his true "Detroit car guy" passion for automobiles makes for a realistic approach that produces results.



Bob Barton
President and Chief Operating Officer
Franchise Services of North America Inc.

Bob Barton joined U-Save Car & Truck Rental in July 2004 as Vice President of Sales & Marketing. Bob was previously responsible for the International Tour Business for Dollar Thrifty Automotive Group, and was a Vice President of Budget Group, Inc. for the preceding 14 years. Bob is the current President of the American Car Rental Association, and the 2009 recipient of the Russell Bruno award as Car Rental Executive of the Year. Bob has represented the car rental industry on the Congressional Travel and Tourism Caucus. His editorials have been featured in CNBC.com, Forbes.com, the Wall Street Journal, Automotive News, and various newspapers.



Roy Bricker
Chief Operating Officer
Element Payment Services

Roy Bricker describes his 20 years of experience in the payment card industry as ranging from "the bits and bytes level to the strategic level of executive management." What he learned, he says, is that "a payment processing platform has to be highly reliable, secure, provide a wide array of transaction services and allow for simple and easy integration for software providers." At Element, Bricker plays a key role in ensuring that these needs are met - and exceeded. By delivering world-class products coupled with fanatical customer service and technical support, Bricker ensures that Element effectively services its merchant customers.



Lee Broughton
Director of Corporate Sustainability
Enterprise Holdings

Lee Broughton heads up Corporate Sustainability for Enterprise Holdings, which includes Alamo Rent A Car and National Car Rental as well as its flagship Enterprise Rent-A-Car brand. When he began his car rental career in 2003 in London, he used his in-depth marketing and public relations experience to set up the first-ever Enterprise Rent-A-Car Corporate Communications department in Europe. Prior to joining Enterprise, Mr. Broughton worked on a portfolio of high-profile corporate accounts for a London-based communications consultancy and then moved in-house to take a Marketing and Communications position for Everheds LLC, one of the world's largest law firms.



Frank Colonna
President
Triangle Rent A Car, Inc.

Frank Colonna worked for a small hotel resort starting at age 14 and realized he wanted his own business. At the beginning of his car rental business, he was doing all the washing, renting, checking and buying alone. He started Triangle Rent A Car in June 1978 and it has grown to 28 locations in the Southeast US. Triangle is a local off airport neighborhood car rental company. Today they employ over 300 people and run a peak fleet of 5,000 units.

Speaker Profiles



Gil Cygler
President
Allcar Rent A Car

Gil Cygler built Allcar Rent A Car from a rental car business his father started in 1979. In 1989, he was involved in the acquisition of a second office followed by additional offices over the years. What began as a job washing cars and answering phones grew to Allcar Rent A Car, with offices in all 5 boroughs of New York and 90 staff members. Gil's most recent achievement is the successful advocacy of the New York State legislature to provide a choice to consumers when renting a car resulting from an insurance claim.



Jim Davis
Training Consultant
Leslie Saunders Insurance and
Marketing International

Jim Davis is a Chicago-based training and development professional, with more than twenty years of experience. Jim has managed training and development departments for Fortune 500 companies in classrooms, self-paced, facilitated online and web-based formats. His expertise spans all phases of educational development and management including needs analysis, content design, course development, implementation and program evaluation.

Michael DeLorenzo
Vice President
Rent-A-Wreck

Michael DeLorenzo opened his first car rental location in 1969 with a fleet of fifteen cars. By 1985, there were 11 locations and well over 500 rental cars. Michael sold his car rental operations to Fitzgerald Automotive in 1985, and was in turn hired by Fitzgerald to operate the resulting combined car rental business, which had grown to 18 stores and nearly 2,000 rental vehicles by 2000. In 2010, Michael and the Fitzgerald's company owned car rental operation spread over 18 locations and nearly 2,000 rental vehicles in addition to management of the Rent-A-Wreck and Priceless franchise system and their 185 locations.



Larry De Shon
Executive Vice President of
Operations
Avis Budget Group

Larry De Shon is Executive Vice President of Operations at Avis Budget Group, Inc. In this role, he oversees all domestic car rental operations as well as quality assurance and field security for Avis and Budget. Prior to joining Avis Budget Group, Larry was Senior Vice President of Airport Operations at United Airlines, Inc. There, he oversaw ground operations, logistics, safety, security, customer processing and service, product development and internal communications. He began his 28-year career with the airline carrier as a customer service representative and advanced to hold numerous positions of increasing responsibility during his tenure.



Julian Espiritu
Managing Director
Abrams CarSharing Advisors

Julian Espiritu joined Abrams Consulting Group to launch Abrams CarSharing Advisors. Julian managed several major Budget Rent A Car operations prior to joining Zipcar in 2000. He helped pioneer the concept of carsharing and developed a business model in the New York metropolitan area that established Zipcar's New York operation as the largest and most profitable carsharing operation in the world. Julian assisted in establishing carsharing as a "LEED" accredited program and played a key role in introducing carsharing to governments, mass-transit organizations, real estate developers, businesses and educational institutions. Since leaving Zipcar, Julian has developed multiple carsharing operations comprising tens of thousands of members and thousands of vehicles.

Speaker Profiles



Sharon Faulkner
Executive Director
American Car Rental Association

Sharon Faulkner was President of the New York Vehicle Rental Association and lobbied to improve the adverse laws that affected New York operators. She has been a board member of each national car rental association and a Dollar and Thrifty franchise owner. Sharon was a founding member of the Advisory Board for Auto Rental News Magazine. She testified in the U.S. Congress to lobby for the repeal of vicarious liability. In 2008, she won the Russell Bruno Award for outstanding service to the car rental industry. Sharon was the Area Manager in Upstate New York for Budget Rent A Car and has been a featured speaker at many industry conventions.



Stuart Greif
Vice President and General Manager
Global Travel and Hospitality Practice
J.D. Power and Associates

Stuart Greif most recently led the company's business development and strategic planning is responsible for driving global growth of the travel practice, which includes hotel, airport, airline and rental car industries. Prior to joining J.D. Power and Associates in 2007, Greif was the director of planning and business development for the Information & Media segment of The McGraw-Hill Companies. J.D. Power and Associates is a business unit of The McGraw-Hill Companies. Greif began his career with The McGraw-Hill Companies in 2002.



Rob Ferretti
Chief Operating Officer
Gotham Dream Cars

Rob Ferretti has been involved with Gotham Dream Cars since its inception in 2003. He created the procedures, logistics, and support networks necessary to operate and grow a multi-regional exotic car rental company.



Robert Klyce
CEO
Car and Truck Rentals, Inc.

Robert Klyce's great grandfather started the independent rental car company, Motor Livery. In the 1930's, Robert's grandfather purchased the Hertz business for the state of Alabama. In the 1970's his father sold the Hertz business back to the corporation and purchased Avis franchises. Robert started with the rental car business in 1968. He operates seven Avis franchises and one Budget franchise. Robert also serves as Chairman of the Avis Licensee Association and Chairman of the Avis System Advertising and Policy Committee and of the Avis System Advertising Trust.



Jack Fitzgerald
Owner
Fitzgerald Auto Malls and
Rent-A-Wreck

With a lifetime of experience in the car business starting as a salesman in 1956, to becoming a multi franchise car dealer and owner of the Rent-A-Wreck franchise system and Mid Atlantic car rental company Nextcar, Jack Fitzgerald has a wealth of experience at all levels. Fitzgerald owns and operates 12 locations and 35 manufacturer franchises in Maryland, Pennsylvania and Florida. Nextcar operates over 2,000 rental cars at 16 locations. Rent-A-Wreck of America and sister company Priceless Car & Truck Rental are the franchisor of over 200 car rental locations across the United States and abroad.



Joe Knight
Executive Vice President, Business
Development
Fox Rent-A-Car

Joe Knight entered the car rental business in 1970 with Ford Motor Company and was assigned to a group that set up the original Sears Rent A Car System. He has held various operational and fleet management positions with Ford Daily Rent A Car System, Budget and Thrifty. Knight owned and operated a business consultancy firm, Car Rental Concepts, and provided fleet and financing programs to independent rental companies for ten years. He founded and chairs the California Association of Independent Car Rental Operators and is active in legal and legislative issues that may affect the industry in California.



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Speaker Profiles



Michael LaPlaca
Attorney
LaPlaca Law, PC

Michael LaPlaca has been awarded Martindale-Hubbell's "av" rating, the highest rating given for legal ability and professional ethics. He specializes in vehicle rental matters. A frequent contributor to the car rental industry trade press, often quoted as an industry source in business sections of major newspapers, Mr. LaPlaca is admitted to practice before the courts of the District of Columbia, Maryland and California.



Noah Lehmann-Haupt
Founder/President
Gotham Dream Cars

Noah Lehmann-Haupt founded Gotham Dream Cars in 2004. GDC started as a one-man show, with Noah delivering his first car - a Ferrari 360 Modena - direct to customers from his garage. Today, GDC is a \$3M business with over 25 vehicles from some of the world's greatest manufacturers. Noah previously started and sold a financial software company that he founded - in typical late-90s fashion - from his dorm room. Noah also spent time working on Wall Street before he decided the entrepreneur's life was the one for him.



Greg Lubrani
Director, Sales
OPENLANE

Greg Lubrani is business line director at OPENLANE, North America's largest online auction company for automotive dealers to purchase and sell used vehicles. He is a 24-year automotive industry veteran with a consistent record of producing exceptional results in developing and revamping sales organizations to exceed goals for revenue and profits. Previously, Lubrani facilitated The Wholesale Institute - a traveling workshop that teaches dealers how to use online resources to achieve profit goals for Mannheim's OVE.com and worked for Credit Acceptance Corporation as its national director of vehicle marketing and Enterprise Rent-A-Car.



Angela Margolit
President and CEO
Bluebird Auto Rental Systems

Angela Margolit joined auto rental division of Bluebird Systems in 1988. By 1993, she re-wrote the company's software in Windows and engineered an employee-leveraged buy-out of the auto rental division. The newly formed company, Bluebird Auto Rental Systems (BARS) immediately began the re-write of the software in Windows and in 1994 introduced the industry's first Windows product, AutoMate2. In 1997, a new division Bluebird Technologies was formed and not only serves the networking needs of BARS and their customers, but also small to medium sized business in northern New Jersey. Margolit led BARS to the acquisition of Orion System.



Daniel Park
Director of Consulting Services
The Frontline Performance Group |
A Khoury Group Company

Dan has over 15 years of experience in the automotive industry. Dan was previously responsible for fixed operations, franchise development and fleet transactions. His ability to communicate the Frontline message has allowed him the opportunity to present Frontline seminars, management workshops and coaching sessions to over 300 different operations throughout the United States and Canada. Dan has managed partnership agreements with Hertz, Alamo-National, Avis-Budget, Dollar-Thrifty, Advantage, and Payless.



Leslie J. Pujo
Attorney
LaPlaca Law, PC

Leslie Pujo focuses on franchise law, with particular expertise in registration and disclosure matters, as well as franchise relationship issues. Before joining LaPlaca Law, Leslie was in-house franchise counsel at Choice Hotels International, Inc., and an associate at Wiley Rein LLP in Washington, DC. Leslie is admitted to practice in the State of Maryland and the District of Columbia. Leslie received a Juris Doctor degree from George Washington University, and an advanced degree in international law from the University of Toulouse in France. She is an adjunct professor in the Global Business and Public Policy program at the University of Maryland University College.



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Speaker Profiles



Richard Radzis
President
ACE Rent A Car

Richard Radzis has worked continuously in the car rental business since 1979. He is a past president of Illinois CATRALA, previous Board member and Officer of ACTIF, previous president of ACRA and currently serves on the Board of ACRA. ACE Rent A Car has rental operations in Illinois, Indiana, Minnesota and Texas. ACE Rent A Car Reservations serves 200 plus locations worldwide as a provider of electronic reservations.



Gordon Reel
Assistant Vice President of
Government and Legislative Affairs
Enterprise Rent-A-Car

Gordon Reel oversees all federal and state legislative activity throughout the country that relates to or affects the car rental, fleet leasing and car sales industries. He works directly with Enterprise's local operating groups in the US and Canada to manage legislative and political issues as well as its lobbyists. Gordon also assists in managing Enterprise's Political Action Committee. Prior to moving to Enterprise Rent-A-Car, Gordon worked for the St. Louis Regional Chamber & Growth Association (RCGA), as the Director of Government Affairs. Gordon lobbied the state legislature and the Governor's office for pro-growth, pro-business legislation on behalf of St. Louis regional business community.



Tom Sabol
Director of Training
Leslie Saunders Insurance &
Marketing International

Tom Sabol has 15 years of experience in recruiting, training and development. He is currently responsible for implementing client training needs and coordinating relationships with clients. Tom has extensive experience in compliance and sales training for the Avis Budget Group across the nation, which focused on product knowledge, sales and customer service and has been a vital part of the ABG local market incremental sales project. He is a certified Professional in Human Resources and is a member of the Society for Human Resource Management. Tom is also a member of the American Society for Training and Development.



Richard L. Stevens
President
Payless Car Rental

Richard Stevens is responsible for its company owned and franchised car rental operations. He has served as a member of the Board of Directors and Treasurer for the ACRA since its inception and served on the Board of Directors of the predecessor association, the Association of Car and Truck Rental Independents and Franchisees (ACTIF). Richard is a member of the Board of Directors and Audit Committee Chairman of Teltronics, Inc. From 1984 to 2000, Richard held management positions at KPMG, Price Waterhouse Coopers and Grant Thornton. He is a Certified Public Accountant.



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.



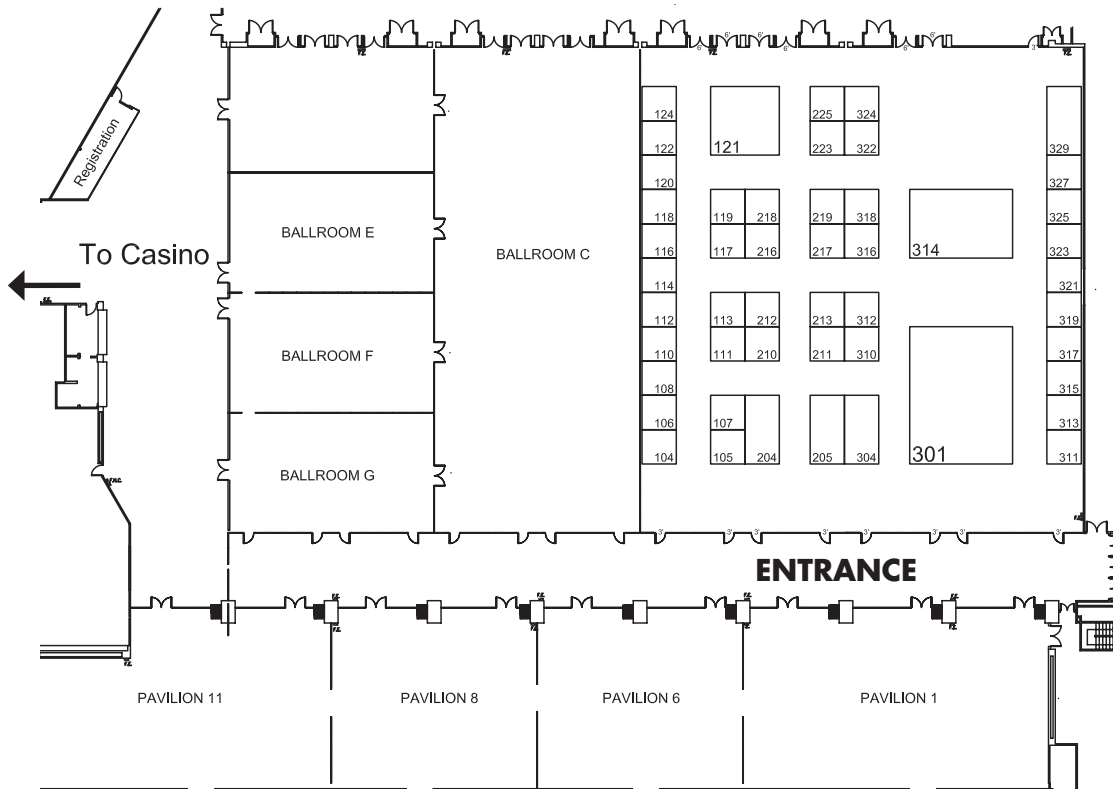
Scott White
Senior Managing Director, Head of
Investment Banking
CL King

Scott White joined CL King in 2009. He delivers the full range of investment banking services to corporations and boards. Scott has closed over 130 investment banking transactions representing more than \$63B of securities. He's veteran of Citigroup and Credit Suisse First Boston. Scott was most recently Managing Director at Bank of America, responsible for the Consumer & Retail sector and Head of West Coast Mid-Cap Investment Banking. Scott was EVP of Corporate Development at Budget Group and oversaw the acquisitions of companies with \$2.5B in revenues. Scott has completed transactions in several sectors, including industrials, consumer, retail, services and energy.

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To stay competitive, car rental companies need to be selective about whom they rent to and avoid rental transactions that present a greater likelihood for loss. To help them meet these objectives, TML developed StatusCheck™. StatusCheck™, provides RACs with a tool for verifying the customer's driving privileges and avoid problem rental transactions. If a customer's driving privileges have been suspended, they should not be renting a car!

StatusCheck™ helps RACs reduce losses and improve their bottom line by enabling them to verify a customer's driving privileges prior to renting a vehicle. Merely presenting a driver's license at the rental counter is not proof that the license is real or that the driving privileges are in force. Accessing real-time state motor vehicle data, StatusCheck™ verifies the current status of the driver's license so that car rental companies can avoid renting to customers who shouldn't be driving. If a license is suspended, revoked, canceled, expired, or surrendered, StatusCheck™ will return an "invalid license" response. A StatusCheck™ transaction takes less than five seconds and accesses official state data at the agency or department that issued the driver's license.

With access to more than sixty million driver status records in ten states, RACs can use StatusCheck™ to verify the current status of driver's license on most rental transactions. And as more states become available, RACs will be able to further reduce the losses caused by unlicensed drivers!

To learn more about StatusCheck™ and how to make it part of your rental process, please call 1-800-743-7891.



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TML Information Services provides car rental companies with online access to official state driving records to confirm driving privileges and avoid problem rental transactions.

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