



2023 CONFERENCE AGENDA

THURSDAY, JULY 6

7:00 AM	Golf Tournament Registration
8:15 AM	Shotgun Tee Time Start
8:15 am - 12:30 pm	On Course Lunch *Sponsored By Continental On Course Beverage Cart *Sponsored By Reynolds & Reynolds
2:00 pm - 5:00 pm	Vendor Fair Sneak Peak - Sebastian J
2:00 pm - 5:30 pm	Registration Desk Open *Sponsored By ATD & TIREHUB - Sebastian Registration
2:00 pm - 6:00 pm	Ted Ings - Red Carpet Popup Event - Sebastian J Foyer
6:00 pm - 7:00 pm	Vendor Fair Sneak Peak/Welcome Cocktail Reception * Sponsored By Reladyne
7:00 pm - 10:00 pm	Annual Fred Jones Dinner & W.L. Brewer Scholarship Golf Awards - Sebastian L3 Sponsored By Fred Jones

FRIDAY, JULY 7

7:00 am - 10:00 am	Vendors resume set-up for Trade Show - Sebastian J
7:00 am - 7:45 am	Registration Desk Open Sponsored By ATD & TIREHUB - Sebastian Registration
7:00 am - 12:45 pm	Dealer Meeting Sebastian I 1/2 Call to Order, Welcome Remarks and Introduction – Ted Ings & Kara Delaine Employee Experience to Fuel Customer Experience - Chris Saraceno Ford Pro - Tim Baughman Tech Recruitment thru FACT & ASSET - Paul Garcia and Fay Watts, Derrick Montanez, Katie Hunter, Ronda Thacker, Eduardo Tautiva, Sharon Walker, Jose Sandoval, Azan Edo BREAK - *Sponsored By US AutoForce CustomHer Experience - Katie Mares Employee & Customer Engagement and Retention - John Traver The Future of Service Techs - Training & Development - Mark Michalski, Mike Courteau, Ken Barnes, Sharon Walker Warranty Transformation - Shawn Alexander, Dealer Advocacy Manager Customer Experience Drives Digital Transformation - Navigating the Challenges and Opportunities Owen Moon, Nick Fullenkamp, Sharon Eidenberg, David Boyle, John Traver The Future of EV Maintenance and Repairs - Ron Overs, Ryan Murphy, David Boyle, Patrick Regan Closing Remarks – Ed Roberts, President
12:45 pm – 4:00 pm	Trade Fair and Luncheon *Sponsored By Rotunda - Sebastian J Prizes will be given away throughout the event with the Grand Prize at the end of the event. Attendees must be present to win the prizes.
5:00 pm – 6:00 pm	*THANK YOU FROM OPSC TO OUR SPONSORS* Suwannee 11/12
6:00 pm – 7:00 pm	Cocktail Hour *Sponsored By AWN, Inc - Panzacola East Foyer
6:00 pm – 7:00 pm	Katie Mares - CustomHer Experience Book Signing
7:00 pm – 8:00 pm	Banquet Dinner - Panzacola H
8:00 pm – 11:00 pm	Clint Pulver & Scholarship Presentation *Sponsored By QB Business Solutions Come Dressed to Impress *Who is your Hero, Dress like your Hero. Fictional or Non-Fictional*

SATURDAY, JULY 8

7:00 am – 8:00 am	Board Meeting (Board Members Only) - Suwannee 21
8:00 am – 8:30 am	Breakfast *Sponsored By Continental Sebastian I1
8:15 am – 8:30 am	Opening Remarks – Ed Roberts, President Paul Garcia
45 mins 15min recap	Reynolds & Reynolds
45 mins 15min recap	QB Business Solutions
45 mins 15min recap	Ford ATW
45 mins 15min recap	TRAXTION
45 mins 15min recap	Shawn Alexander - Warranty Dashboard
46 mins 15min recap	Tech Recruitment & Development thru FACT & ASSET
10:45am-11:00am	Closing Statements Ed Roberts