





All ADS meeting rooms are located in the Gaylord's Grapevine Tower.

SUNDAY, JANUARY 23

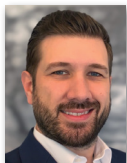
- 8:00 AM - 12:00 PM **Board Meeting**
 (Committee Chairs Report to Board)
- 12:00 PM - 5:00 PM **ADS Welcome Desk** (*San Saba Lobby*)
- 12:15 PM - 1:00 PM **Board and Committee Chairs Lunch** (*San Saba 3*)
- 1:00 PM - 4:00 PM  **Diesel Light Duty Technology** (*Davis 1*)
 Tony Salas
 This presentation will cater to sales, support personnel and managers.
 As a former shop owner, Salas will cover myths on Aftertreatment, Common Rail,
 Turbochargers, Engine and Emission controls.
- 3:30 PM - 4:30 PM  **Cummins Turbo Technologies Distributor Meeting** (*Davis 2*)
 (by invitation only)
- 4:45 PM - 6:45 PM  **ADS Owners Only Meeting** (*Escondido 1*)
 (Open to Owners, Presidents, CEOs, COOs, Chairman of the Board,
 Branch Managers)
- 6:30 PM - 9:00 PM **ADS Welcome Desk** (*Yellow Rose Ballroom*)
- 7:00 PM - 9:00 PM **ADS Get Acquainted Reception** (*Yellow Rose Ballroom*)
 Thank you to the reception sponsors on the back cover.

MONDAY, JANUARY 24

- 8:30 AM - 3:50 PM **ADS Welcome Desk** (*Tate Lobby*)
- 8:30 AM - 9:00 AM **Morning Coffee** (*Tate Lobby*)
- 9:00 AM - 9:30 AM **ADS Opening General Session** (*Tate 1-4*)
- 9:30 AM - 10:05 AM  **The Future of the Independent Aftermarket:
 Challenges and Opportunities for ADS Members** (*Tate 1-4*)
 Keynote Speaker Bob Breunig
 With 40+ years of successful experience in the diesel service sector, Bob Breunig
 has a unique perspective to ADS members. Hear why Bob is excited for the future
 of ADS and its members.

MONDAY, JANUARY 24

10:05 AM - 10:45 AM



Bosch's Vision of the Future of the Diesel Aftermarket *(Tate 1-4)*

Allen Brown, Bosch

Allen Brown will explore Bosch's vision of the future of the Diesel Aftermarket, where ADS members can play a pivotal role, and how "Diesel Service" should not be the definition of mutual success, but the starting point.

10:45 AM - 11:10 AM

Break

11:10 AM - 11:35 AM



Manufacturer Insight: Delphi Technologies *(Tate 1-4)*

Harshad Joshi, Diesel IAM Sales Manager

11:35 AM - 12:10 PM



The Dynamic Duo of Digital Marketing *(Tate 1-4)*

Brie Anderson, BEAST ANALYTICS

The world of digital marketing is vast and can be hard to wrap your head around. In this session we will cover the two true important pieces of your online marketing strategy - Google Business Profiles and your very own website. Whether you've had your site for two decades or you just started your GBP, this session will cover action items you'll want to implement ASAP.

12:15 PM - 1:15 PM

ADS Lunch

1:30 PM - 2:00 PM



Turbocharger Failure: Analysis & Troubleshooting *(Tate 1-4)*

Kenny Taylor, Melett North America Inc.

For many ADS members, turbochargers represent a growing area of their business. Member Kenny Taylor will be providing a technical presentation on turbocharger failure analysis and troubleshooting. He will share with members the critical technical information you need to continue serving your customers.

2:00 PM - 2:25 PM



Manufacturer Insight: Lucas Diesel Systems *(Tate 1-4)*

Oscar Villafranca, CEO

Mike Rayne, Member of Board of Directors

2:00 PM - 3:15 PM

Companion Afternoon Tea *(See registration desk for location)*

2:25 PM - 2:55 PM



Cybercrime: Minimize Your Risk *(Tate 1-4)*

Paul Connolly, Diesel Forward

A surprisingly large number of ADS members have been victims of cybercrimes in the last few years. While no company can ever be fully protected, there are many things ADS members and their employees can do to minimize the risk. Step one is to become better informed, which is exactly what this session will do.

2:55 PM - 3:20 PM



Manufacturer Insight: Alliant Power *(Tate 1-4)*

Nate Breunig, Senior Manager

3:20 PM - 3:50 PM



Drive-In Panel *(Tate 1-4)*

Scott D. Parker, ADS

Some ADS members offer it. Some don't. And some have dropped it. Hear from a panel of association members about their experiences and gain insight as you make decisions for your company.

4:00 PM - 5:15 PM

ADS Forerunners *(Escondido 1)*

Open to ADS members 45 and under.