

# Agenda

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

## SUNDAY, JANUARY 15 • All Sunday Meetings Are on Level 1, Vineyard Tower

9:00 AM - 5:00 PM **ADS Welcome Desk - Vineyard PreFunction** *Note: Welcome desk will be moved to the Yellow Rose Ballroom at approximately 5 PM and will reopen at 6:45 PM*

8:30 AM - 9:00 AM **Board of Directors Breakfast - San Saba 2**

9:00 AM - 12:00 PM **Board of Directors Meeting - San Saba 2**  
(Committee Chairs Report to Board)

12:00 PM - 12:45 PM **Board and Committee Chairs Lunch - San Saba 3**

1:00 PM - 4:00 PM



**Training: Trittech - Davis 1**

ADS Member Trittech will provide training that will cover:

- Service Processes
- Reception
- Phone etiquette & Appointments
- Repair order creation
- Triage & Initial diagnosis
- Estimating – Building an Estimate
- Customer Approval
- Dispatching & Ordering Parts
- Repair Order Flow & Work In Process (WIP)
- Completing the Repair & Quality Control Checks
- Delivery/Customer Satisfaction

TRITECH brings unique value-added training and support services to the challenging Commercial Vehicle, class 3-8 All Makes & Models repair market. Their goal is to increase your shop's efficiency and productivity while helping you reduce your customers downtime. TRITECH operates a Call Center that is staffed with Experienced Class 3-8 Diesel Experts, who have over 200+ combined years experience. In addition, they have a technical training center that provides "hands on" diesel engine training for all leading OEM class 3-8 engines.

1:00 PM - 2:30 PM



**Cummins Turbo Technologies Distributor Meeting - Escondido 1**  
(by invitation only)

2:30 PM - 4:00 PM



**Garrett Advancing Motion Distributor Meeting - Davis 3**  
(by invitation only)

4:45 PM - 6:45 PM



**ADS Owners Only Collaboration Meeting - San Saba 2**  
(Open to Owners, Presidents, CEOs, COOs, Chairman of the Board, Branch Managers)

7:00 PM - 9:00 PM **ADS Get Acquainted Reception** - Yellow Rose Ballroom and Pavillion, Hotel Atrium



**MONDAY, JANUARY 16 • All Monday Meetings Are on Level 2, Vineyard Tower**

8:00 AM - 3:45 PM **ADS Welcome Desk** - Tate PreFunction

8:00 AM - 8:25 AM **Continental Breakfast** - Tate PreFunction



8:25 AM - 9:05 AM **Opening General Session** - Tate B

9:05 AM - 10:05 AM



**Keynote Address: The Economy: Take a Hike!** - Tate B

*Dr. Elliot Eisenberg*

Elliot Eisenberg, Ph.D. (aka, "The Bowtie Economist") promises to entertain and educate as he discusses the short-term and longer-term prospects for the US economy. Dr. Eisenberg will discuss key topics such as the condition of the current economic recovery, the timing, length and magnitude of the increasingly likely recession, GDP growth, household spending and savings rates, labor market conditions, inflation, future Federal Reserve policy, and what it all means for interest rates.

Along the way Dr. Eisenberg will spend considerable time looking at consumer confidence, construction activity, new and used auto sales, heavy truck sales and energy prices. Find out everything you need to know to interpret the most critical data and gain a better understanding of market conditions, what may lay ahead, and why. After his prepared remarks, and time permitting, Dr. Eisenberg looks forward to taking questions from the audience. Be ready to take plenty of notes.

10:05 AM - 10:25 AM



**Fuel Injection Technology Update** - Tate B

*Michael Oliveros, Williams Diesel Service Inc.*

ADS members have a passion for the fuel injection portion of their business. There are many advancements happening in fuel injection right now that will directly influence member businesses in the near future. To be experts in the field of diesel fuel injection, members need to know what's new in their industry before they show up at their front counter. This presentation will provide an overview of new technologies major manufacturers are implementing. Michael travels the world and researches this so you don't have to.

10:25AM - 10:45 AM

Coffee Break - Tate PreFunction



10:45 AM - 11:20 AM



**Industry Keynote Address: Reflections of a Diesel Life** - Tate B  
*Anita Barlow*

ADS is proud to have Anita Barlow as the 2023 ADS Industry Keynote Speaker. Having spent her entire career in the diesel fuel system industry, she will provide a unique perspective to ADS members on the significant changes that have occurred in the industry during her tenure. She will also share her insights to ADS Convention attendees on future challenges and opportunities that will impact the independent diesel aftermarket to help members prepare themselves for success in the future.

11:20 AM - 11:45 AM



**Manufacturer Insight: Alliant Power** - Tate B  
*Nate Breunig, Senior Manager*

11:45 AM - 12:15 PM

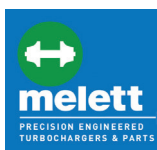


**Turbocharger Failure: Analysis & Troubleshooting** - Tate B  
*Mike Franke and Jose Perez, Melett North America, Inc.*

For many ADS members, turbochargers represent a growing area of their business. Members Mike Franke and Jose Perez will be providing a technical presentation on turbocharger failure analysis and troubleshooting. Understanding the root cause of why the turbocharger failed in the first place can be invaluable to help correct the conditions and therefore avoid a repeat failure. This session will provide attendees the critical technical information you need to continue serving your customers.

12:15 PM - 1:15 PM

ADS Networking Lunch - Tate 1-4, Vineyard Tower Level 2



1:25 PM - 1:55 PM



**Panel: Diversification to Profits** - Tate B  
*Warren Stewart, Industrial Diesel Inc.*

The business of the typical ADS member looks very different today than it did 20 to 30 years ago. Many ADS members have ventured into offering new products and services that complement the diesel portion of their business. Diversification can help ADS members expand into new markets and achieve greater profitability. However, there can also be pitfalls when a company enters areas outside their core competency. The ADS Business Management Committee is sponsoring this diversification panel that will allow attendees to learn from ADS members who have successfully diversified.

1:55 PM - 2:20 PM



**Manufacturer Insight: Lucas Diesel Systems** - Tate B  
*Mike Rayne, Member of Board of Directors*

2:00 PM

**Companion Tea**

(For registered spouse/guest companions) *Please See Registration Desk For Location*

2:20 PM - 2:50 PM



**Continuous Evolution: Be the Obvious Future Service Choice**

- Tate B

*HK, Alliant Power*

Electric. Hydrogen. Hybrid. No one knows for sure what the powertrain market will look like in the future. Regardless of these new technologies, there will continue to be service opportunities for diesel specialists in the future. However, these new powertrain technologies create great opportunities for ADS service members because of their unique ability to service complex systems. Nobody is going to hand us the information we need to take advantage of these new opportunities. HK will share his perspective on how members who are strong today and thoughtfully invest time and resources can prosper by being the obvious service choice in the future.

2:50 PM - 3:20 PM



**Marketing: How to Avoid Becoming a Commodity** - Tate B

*Patrick McKittrick, Fullbay*

Without an intentional marketing strategy, the risk of becoming a commodity and selling on price is increased. This session will explore best practices ADS members should consider to build their brand to ensure their business stands out and has a healthier pipeline of new business. In addition, marketing can help educate and drive additional revenue by highlighting options a customer might be going elsewhere to obtain. Finally, a little bit of marketing can quickly differentiate an ADS member company to attract technicians.

3:20 PM - 3:45 PM



**Manufacturer Insight: Delphi Technologies** - Tate B

*Harshad Joshi, Diesel IAM Sales Manager*

4:00 PM - 5:15 PM



**Forerunners Reception** - Tate 8

4:00 PM - 5:15 PM

**Replacement Parts Member Reception** - Tate 6





# 2023 HDAW AGENDA

JANUARY 16 - 19, 2023 | GRAPEVINE, TEXAS

## MONDAY, JANUARY 16

4:30 PM - 5:30 PM **Leaders of Tomorrow Reception**  
5:30 PM - 7:00 PM **All Industry Welcome Reception**

## TUESDAY, JANUARY 17

7:00 AM - 10:00 AM **Breakfast/Opening General Session/Awards Programming**  
10:00 AM - 1:00 PM **SOLD Educational Programming**  
10:00 AM - 1:15 PM **Pre-Scheduled One on One Meetings**  
1:00 PM - 2:00 PM **Lunch & Roundtables**  
2:00 PM - 6:00 PM **Product Expo & Happy Hour**

## WEDNESDAY, JANUARY 18

7:00 AM - 9:00 AM **Breakfast/Education Session Product**  
9:00 AM - 1:00 PM **Expo**  
1:00 PM - 2:00 PM **Lunch & Roundtables**  
2:00 PM - 5:00 PM **Pre-Scheduled One on One Meetings**  
5:00 PM - 6:00 PM **One on One Business Meeting Reception**  
6:30 PM - 8:00 PM **All Industry Closing Reception**

## THURSDAY, JANUARY 19

6:30 AM - 8:15 AM **Grab & Go Breakfast**  
8:15 AM - 12:45 PM **Pre-Scheduled One on One Meetings**  
12:45 PM - 1:45 PM **Lunch**  
1:45 PM - 4:20 PM **Open Time for Unscheduled One on One Meetings**