

Agenda

All ADS meeting rooms are located in the Gaylord's Vineyard Tower Level 1 except for the Get Acquainted Reception, which is in the Yellow Rose Ballroom in the hotel's atrium. Note: All times are approximate and subject to change.

SUNDAY, JANUARY 19

8:30 AM - 5:15 PM **ADS Welcome Desk - Vineyard Tower Lobby**

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

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

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

1:00 PM - 4:00 PM



Training Session: Everything You Need to Know About Numbers and Profit - Texoma

Cecil Bullard, The Institute

Step into a realm where automotive businesses transcend mere survival and soar to unprecedented heights of profitability! In this course, we unravel the tales of two contrasting shops: one clinging to the edge of profitability, its owners toiling away for over 50 grueling hours per week, and another basking in the glow of success, where owners leisurely clock in under 40 hours. Prepare to unlock the vault of secrets to skyrocketing profits and discover the art of working smarter, not harder. We'll guide you through the labyrinth of financial balance, unveiling the six sacred keys to financial triumph. Calling all Automotive Service and Repair Business owners: this isn't just a class—it's your golden ticket to prosperity. Learn how to revolutionize your business without burning yourself out or leaving your clients in the dust. Are you ready to transform your destiny and drive your profits to unprecedented heights? The journey starts here.

1:00 PM - 2:00 PM



Holset Turbochargers Distributor Meeting

(by invitation only)

3:00 PM - 4:00 PM



Garrett Advancing Motion Distributor Meeting

(by invitation only)

4:45 PM - 6:45 PM



ADS Owners Only Collaboration Meeting - Escondido 1-3

(Open to Owners, Presidents, CEOs, COOs, Chairman of the Board, Branch Managers) **Ticket is required - see registration desk.**



BORGWARNER



7:00 PM - 9:00 PM

ADS Get Acquainted Reception - Yellow Rose Ballroom



BORGWARNER



MONDAY, JANUARY 20

8:00 AM - 3:45 PM

ADS Welcome Desk - Vineyard Tower Lobby

8:00 AM - 9:00 AM

Continental Breakfast - Vineyard Tower Lobby



9:00 AM - 9:45 AM

Opening General Session - High Plains

9:45 AM - 10:45 AM



Keynote Address: Together We Are Limitless - High Plains
Jeremy Poincenot

Jeremy Poincenot is a professional inspirational speaker who shares his story with audiences around the world. He has been featured frequently on TV, including MTV's True Life and ABC's 20/20. CNN.com has called him "one of the best golfers in the world" – just not in the sense you might be thinking.

He's hoping that a little bit of storytelling today will encourage you by providing perspective, and sharing how we can all use the strength around us to be stronger. Get ready to laugh and be inspired as we welcome Jeremy Poincenot!

10:40 AM - 11:00 AM

Coffee Break - Vineyard Tower Lobby



11:00 AM - 11:20 AM



Fuel Injection Technology Update - High Plains
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 members' 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 manufactures are implementing. Michael travels the world and researches this so you don't have to.

11:25 AM - 11:50 AM



Manufacturer Insight: Stanadyne/PurePower - High Plains
Srinu Gunturu, Chief Engineer / Chris Dye, National Sales Director

11:50 AM - 12:10 PM



Diesel Technologies & Repair Opportunities: A Global Perspective - High Plains

Lewis Brown, Merlin Diesel Systems Ltd.

Ever since Rudolf Diesel developed his first prototype engine in 1893, diesel technology has evolved dramatically over the last 132 years. For a variety of reasons, diesel technologies and the associated repairs vary by international regions. No matter where you are located, it is useful to understand the different regional markets as those global trends will impact ADS members in the future. ADS member Lewis Brown with Merlin Diesel Systems, will explore the different diesel technologies and repairs by region, including Europe, Africa/Middle East, USA/Canada/South America, Australia/ New Zealand/Asia Pacific. He will share Merlin Diesel's vision for opportunities for ADS service members.

12:10 PM - 1:20 PM

ADS Networking Lunch - Mesilla



12:30 PM

Companion Lunch - Riverwalk Cantina
(For registered spouse/guest companions)

1:25 PM - 1:50 PM



Manufacturer Insight: Lucas Diesel Systems- High Plains
Mike Rayne, Member of the Board of Directors

1:50 PM - 2:20 PM



Remanufacturing: A Growth Engine for Your Business- High Plains
John Chalifoux, COO, MEMA Aftermarket Suppliers

Diesel engines are renowned for their durability, thanks to their robust design, components, and fuel. This longevity makes them ideal candidates for remanufacturing. In fact, ADS members have been remanufacturing diesel engines and components for decades—long before it became a mainstream trend. Today, the quality, affordability, and sustainability benefits of remanufactured goods are gaining recognition among governments, businesses, and consumers alike. Remanufacturers can achieve remarkable efficiency, using 85–95 percent less energy and materials per unit compared to manufacturing new equipment—all because of the retained value in reused components. John Chalifoux, a leading voice in the remanufacturing community, will share insights into his latest initiatives to elevate the visibility of remanufacturing. He'll also provide actionable strategies for ADS members to incorporate positive messaging about remanufacturing in their marketing efforts, helping them to grow their businesses while championing sustainability.

2:20 PM - 2:45 PM



Manufacturer Insight: PHINIA | Delphi - High Plains
William Fahl, NA Sales Manager/Diesel IAG

2:45 PM - 3:10 PM



Turbocharger Panel: Add Revenue Stream to Your Fuel Shop
- High Plains

Distributing and rebuilding turbos can be a great, additional revenue stream for traditional ADS fuel shops. This panel will discuss keys to being successful when offering turbochargers to an established customer base.

Topics that will be addressed include:

- What components need to be sourced
- What a basic rebuild entails vs. a full rebuild
- What equipment is required for rebuilding and calibrating
- What challenges will a shop encounter
- Common reasons for comebacks

3:10 PM - 3:20 PM



Manufacturer Insight: Denso - High Plains
Jonny Marquez, Product Manager of Diesel Parts

3:20 PM - 4:00 PM



Navigating the Energy Transition: Cummins Perspective on The Future of the Internal Combustion Engine - High Plains

Trevor Anderson, OEM Service Support Segment, Cummins

A few years ago, a fellow panelist alongside Jennifer Rumsey now Cummins CEO insinuated on stage "...There is no place for a company like Cummins and their products in a clean energy future...". With all the talk about the realities of climate change and a decarbonized future, you could be forgiven for thinking the end is near for the heavy-duty and industrial diesel engine. So, is diesel or internal combustion engine dead? Not according to Cummins. Cummins is spending more today on diesel engine R&D than at any other time in its 100-year history. This session will provide members with insights on how Cummins views the energy transition near term and long term. We will discuss Cummins view of an energy diverse future where a broad portfolio of power options will be offered including clean diesel, various internal combustion powertrains and hybrids/bridge solutions.

4:00 PM - 5:15 PM

Forerunners Reception - Texoma 3



4:00 PM - 5:15 PM

Replacement Parts Member Reception - Texoma 1



5:30 PM - 7:00 PM

HDAW All Industry Reception - 3rd Floor Foyer
(Open to all Registered HDAW Attendees)

TUESDAY, JANUARY 21

6:00PM - 8:00 PM



Lucas Diesel Systems Reception (by invitation only)