

OCTOBER 5-7



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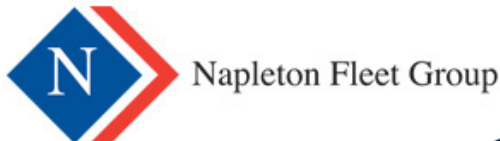


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## WELCOME FROM THE AFLA PRESIDENT



Greetings and welcome to the 2020 Automotive Fleet & Leasing Association's (AFLA) first-ever virtual conference! We appreciate you taking the time out of your busy schedule to attend the premier corporate fleet event of the year – I am sure you will find this year's conference extremely valuable. We have assembled a top-notch array of diversified speakers and topics geared to engage and enlighten you on the foremost issues and trends our industry faces this year and beyond. Our intention is to prepare every member, no matter what their position, with the best education possible in order to meet today's and tomorrow's challenges in these unprecedented times.

We have created an interactive and exciting virtual meeting platform that will help attendees make the most out of our educational sessions, dynamic keynote speakers and innovative networking opportunities. Since this is a first for us, we look forward to receiving your feedback on how beneficial the conference was for you as well as how easily you were able to navigate through the features of our platform and obtain the information you needed.

I would also like to extend my thanks to all of our sponsors who provide strong support for AFLA this year and every year so that we can continue to present the advanced forum for corporate fleet professionals. Your support during the past and present has enabled AFLA to grow as an organization, expand our learning opportunities and strengthen the strategic initiatives we have put in place to support our mission and our members. Without your help, this would not be possible. We especially appreciate your support during 2020 due to all the challenges this year has presented.

Finally, on behalf of the AFLA board, I would also like to thank and congratulate Laura Jozwiak and all the members of the Conference Task Force who have been incredibly flexible and creative in quickly changing the format from an in-person conference to a virtual event. They have put together an outstanding program that continues to provide strong opportunities for career growth and networking. Even though we are not face to face, we will still benefit from virtual contact with one another. I would like to personally thank each of the Conference Task Force members for their hard work and for dedicating so much of their time, talents and expertise in order to provide us with a program that educates, entertains and brings us together as an organization.

Thank you and enjoy the virtual conference!



**Katie Keeton**  
AFLA President

## THANK YOU TO OUR 2020 BOARD OF DIRECTORS



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# MAKE THE MOST OF YOUR AFLA NEXTGEN EXPERIENCE



1. Be sure to complete your profile by clicking on “Account” when you log in to the conference. Include a headshot to help people easily find you in the room!
2. Check out the Remo early networking sessions to set up your networking “virtual business card” on October 1st and 2nd. Learn how to easily move about the room and visit with colleagues as you jump from group to group. You’ll be a pro by the time the first networking session kicks off.
3. Check out the AFLA Sponsor Table to begin your quest to win “NextGen The Game.” You’ll want to keep your eyes open for 6-digit codes throughout the conference to earn points. Prizes will be awarded for those who collect the most points!
4. Visit the Member Lounge to review the attendee list, start a text, video or group chat. You can search the list by sponsor level, membership category or name. This is where all your chat history will live - no matter where you begin the conversation throughout the conference.
5. Finally - don’t be shy, say hi! Check out who is online with you by clicking on the icons in the top right corner. You can see who’s in the room with you in real time to start a private chat, or send a public message to everyone through the group chat.





## THANK YOU TO OUR 2020 CONFERENCE TASK FORCE

**Task Force Chair:**  
**Laura Jozwiak**, Wheels, Inc.

**Task Force Roster:**  
**Mike Antich**, *Automotive Fleet Magazine*  
**Guillaume Bourst**, Wheels Inc.  
**Bridget Butterfield**, Ford Motor Company  
**Sharon Etherington**, Roche Diagnostics Operations, Inc.  
**Diana Holland**, Merchants Fleet Management  
**Katie Keeton**, Siemens  
**Lori Olson**, Pulse  
**Erik Rasmussen**, PARS, Inc.

## WE VALUE YOUR FEEDBACK!



Conference evaluations will be sent via email after the conference.  
Please take a few minutes to share your feedback on the conference!



## CONGRATULATIONS TO THE 2020 AFLA PRESIDENT'S AWARD RECIPIENTS!

Please take a moment to connect with and  
congratulate this year's awardees:



**Diana Holland**  
Merchants Fleet



**Suresh Rajapakse**  
Wheels, Inc.



**Ted Roberts**  
*Fleet Management  
Weekly*

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Gamification Code: K5KY8Z



# Together we can make a difference!

Imagine supporting students so they can achieve their goals, and pursue their dreams in Auto Tech.

Providing opportunity is **LIFE CHANGING!** There are all sorts of possibilities for today's students and not all of them involve the 4-year path. All students deserve the opportunity for a better life and career. The Hourglass Foundation (THF) is committed to **SUPPORTING** students who choose a different path through scholarship giving.

We concentrate our scholarship giving to trade schools or community colleges focusing on programs in automotive technology, automotive engineering technology and skilled trades. Today, everywhere you look

you can see the gaps in these areas. With baby boomers retiring the need in auto tech will be 46,000+ jobs alone by 2026. We recognize this gap and believe it is not just a dealer, fleet or government issue but an issue that affects everyone. Filling the gap will need many solutions. THF is driven to **BE ONE OF THE SOLUTIONS** and so can YOU! Through our scholarship program we will help our students be better prepared for our tech-oriented world. But more importantly, [we can help them become the future of the Fleet and Automotive Industries!](#) There really is more than one path to a successful life and career!

## Ways to Support

We fund our mission through monetary donations, vehicle donation, as well as other creative programs. Our donors are very important to us!

## Scholarship Awards

We awarded \$15,000+ in scholarships in 2019-2020. In 2020-2021, our goal is to award \$40,000+, and grow our giving annually.

## Flexibility Available

We value your support, so if you prefer funds not go to the general scholarship fund, we can concentrate your donations in the geographic area of your choice.

# Together we can drive change!

# OCTOBER 5-7

# AFLANEXTGEN

## 2020 VIRTUAL CORPORATE FLEET CONFERENCE

## SESSIONS AND SPEAKERS SCHEDULE

**Note:** All Times Listed Are Central Time

### Monday, October 5<sup>th</sup>

**10:00 am**

**President's Welcome**



**Katie Keeton**

**10:15 am**

**Keynote - Building a Focused and Productive Team in Turbulent Times**



**Curt Steinhorst**

Attention expert Curt Steinhorst introduces leaders to the critical lens of focus and attention by helping you understand the science of how the brain works as well as the practical wisdom and essential tools required to build mastery level teams. Curt will equip leaders to:

- Eliminate the hidden and costly distractions that destroy productivity
- Clearly communicate what your team needs to know now
- Conduct more effective virtual meetings
- Build a team alliance that prioritizes the important work
- Create a space to think and unlock innovation

Curt Steinhorst loves attention. More precisely, he loves the science of attention. He is the author of the bestselling book, *Can I Have Your Attention?*, and is a regular Forbes contributor on Leadership Strategy. He coaches founders and CEOs of multibillion-dollar brands on how to capture and keep the attention of their internal and external audiences. The consultancy he founded, Focuswise, helps organizations develop focused and productive cultures. Speaking, training, and consulting with such a diverse set of organizations has given him and his team the opportunity to explore what works, and how we can focus on what matters in the age of constant distraction. Clients include Southwest Airlines, JPMorgan, Allstate, Marriott, the Naval Academy, and even Taylor Swift's record label.

**11:00 am**

**Awards Presentation - Fleet Executive of the Year**

**11:10 am**

**Break**





## SESSIONS AND SPEAKERS

**Monday, October 5<sup>th</sup>** *(continued)*

**11:15 am**

**Learn from Drivers**



**Moderator: Jeff Lucas**

**Panel: Ellen Kirbo, Travis Bielawski and Sam Wright**

We make decisions on what vehicle to put on the road, what equipment, best policies to reach our goals, but how do we better engage with the drivers of our vehicles for better results? Do they know our goals? Do they know how they can influence those goals and results? Hear directly from our drivers as they discuss what we “don’t get”, the use of mobile tools and their favorite thing about their vehicle - as well as what we might do differently.

**12:00 pm**

**Networking**

**12:30 pm**

**Benefits of Promoting Work/Life Balance in this Environment**



**Lisa Sorenson, Element Fleet Management, VP, Talent & Advisory Executive - People Performance and Culture**

Work-life balance is one of the top priorities to attract and retain younger workers, and one of the most desired among existing workers. Join Lisa Sorenson, VP of Talent & Advisory at Element Fleet Management, as she reviews the top trends progressive employers are using to support better work/life balance for their employees.

**12:45 pm**

**Privacy and Data**



**Moderator: Brice Dobson**

**Panel: Jason Jones, Katie Keeton, Dirk Schlimm and Jonathan Silber**

When is your data not your own? How do you navigate growing privacy regulations? These are just two of the questions our experts will cover related to this increasingly important topic. We will also address how GDPR and California privacy regulations impact your fleet and what to know about wiping a vehicle of personal history prior to selling, reassigning or pool sharing. You do not want to miss this discussion on best practices and how to stay informed.

# SESSIONS AND SPEAKERS

**Monday, October 5<sup>th</sup>** *(continued)*

**1:25 pm**

**Break**

**1:30 pm**

**WIFM Session - Leading Change with Emotional Intelligence**

**Moderator: Angela Gregorowicz**

**Panel: Kathryn Antonelli, Jen Pearson, Jon Stanley**



**Presented by Lisa Panarello**

**IN FLEET MANAGEMENT**

Demanding customers, difficult bosses, complainers, naysayers, aggressors, slackers; the list goes on. We can't always just walk away. People matter, in life and business. Today more than ever! Stress, looming deadlines, drastic work shifts. We can't just walk away; money matters. So how can you deal with challenging individuals and situations, get your job done, and sleep well at night? The answer: Emotional Intelligence (EI).

Why bother with EI? Compared to 33 other workplace skills, emotional intelligence has been found to be the best predictor of performance and explained 58% of success in all types of jobs, particularly sales and leadership roles. On a personal level, improving your EI can reduce stress, increase self-esteem, and boost happiness. That's a win-win-win! What's at the heart of EI? Your history. We all come to the table with our own set of beliefs, circumstances, and filters through which we view the world. Your biases (yes, you have them!), affects how you think, respond, and make decisions—and impacts others. Want to influence change? Generate better business outcomes? Motivate teams? Advance your career? Learn the fundamentals of EI. In this talk, Lisa will share simple, yet powerful techniques for understanding and fortifying your emotional intelligence skills, so you can create the reality you want!

Lisa Panarello is the founder and CEO of Careers Advance. With more than 15 years of experience in professional development, she is regarded for training specialties in emotional intelligence, leadership savvy, workplace communication, career planning, personal branding, and public speaking. She is certified in EI, Behaviors and Driving Forces with TTI™ and holds a Bachelor's Degree in Marketing from Baruch College. Her corporate background extends 12 years in diverse industries and functions, including money market brokerage, publishing, sales and marketing, retail operations, and project management.

**2:15 pm**

**Networking**

**3:00 pm**

**Conclude**

# SESSIONS AND SPEAKERS

## Tuesday, October 6<sup>th</sup>

10:00 am

### Keynote - Drive Growth and Innovation



**Lisa Bodell**

Unleash Innovation. Revolutionize how you think and work. Embrace change and challenge the status quo to drive real transformation. The fate of Kodak and Blockbuster are evidence that no matter how popular or beloved your brand, its survival depends on your ability to innovate. From CEO and TED-talk veteran Lisa Bodell, you'll learn how to survive by strategically challenging the status quo and building change from the middle out. Objectively analyze your entire business to identify external threats as well as internal weaknesses—and solve for them. By killing your own company, you'll teach teams how to better pivot, deal with wildcards, and proactively embrace change.

Lisa Bodell is a global leader on behavior change, whose skill-building firm has transformed hundreds of thousands of employees from Fortune 500 companies by showing them how to eliminate the complexity that holds them back and get to the work that matters. Her talks offer a roadmap to eradicate the workplace complexity that is killing organizations' ability to be agile, fast and innovative. In order to experience this trifecta of competitive advantage, organizations must embrace simplicity as a basic operating principle, and Lisa's content and energy move them to action.

10:45 am

### Awards Presentation - Fleet Manager of the Year

10:55 am

### Break

11:00 am

### Electrification



**Moderator: Sara Sweeney**

**Panel: Sharon Etherington, Sila Kiliccote, Scott Miller and Matt Stover**

Electric cars have been in the industry for decades and no doubt will continue to become more prominent in commercial fleets. There are many misconceptions regarding electric vehicles, but what are the realities? Join us as we learn about the actual range and battery life of electric cars, the plans for a charging infrastructure and total costs of sustainability. Plus, how to make the internal business case to get buy-in from decision makers.

# SESSIONS AND SPEAKERS

## Tuesday, October 6<sup>th</sup> *(continued)*

12:00 pm

### Reboot Your Development: Learning to Thrive in a Virtual Environment



Session sponsored by



**Jessica Carleton**

**Learning & Development Specialist, ARI**

COVID-19 has presented immeasurable challenges to businesses, communities, families and individuals. It's okay to recognize that it's been hard on all of us. This session not only acknowledges that, but also provides specific strategies and tools to manage stress and, ultimately, to thrive in our new, virtual world. In this informative and interactive session, learn new tools to un-pause your development and enhance your productivity in key ways:

#### Outward Development:

- Networking and Boundary Spanning
- Collaboration

#### Inward Development:

- Recalibrating your Goals
- Managing Stress

12:45 pm

### Best Practice Roundtables

- Interdepartmental Friction
- Sustainability & Fleet Electrification
- Health & Safety
- Cost Savings
- Telematics/Connectivity

2:15 pm

### Session Announcement Soon

2:30 pm

### Balance Mobility Driver Satisfaction



**Moderator: Peter Nogalo**

**Panel: Henry A. Kayler and Barkha Dhandha**

Pre COVID-19, many fleets were looking at the future of their fleets and how mobility/shared vehicles may work within their fleets. During the pandemic, some of these ideas have paused as people are not comfortable with sharing a vehicle or different mode of transportation. But instead of pausing during this time, let's use it to think about how to incorporate shared/pool vehicles, while also ensuring our driver's productivity and satisfaction, within the frame of our corporate goals. This session will discuss readiness assessment and what this transition may look like for your fleet.



# SESSIONS AND SPEAKERS

## Tuesday, October 6<sup>th</sup> *(continued)*

3:30 pm

**"Slipps" N Sips Networking**

## Wednesday, October 7<sup>th</sup>

10:00 am

**Ask the Industry**



***Moderator: Mike Antich, Automotive Fleet Magazine***

Based on the topics you requested, we assembled an expert panel to answer this question: What is your greatest challenge that you would like the industry panel to address? Don't miss this informative session!

10:45 am

**Thinking in Data: Simple things to Drive Insight Whether You're a Small or Large Fleet**



*Session sponsored by* **GEOTAB®**

***Mike Branch, Geotab, Vice President, Data & Analytics***

Whether you're a small organization and don't have the resources, or a large organization with a team of data scientists, there are so many simple things you can do to leverage insight from the data that your fleet produces. In this talk, we align the art of the possible to the size of your organization whether you're looking at innovative ways of approaching driver safety or predictive maintenance for your fleet.

11:00 am

**Networking**

11:50 am

**Awards Presentation - Fleet Hall of Fame**

# SESSIONS AND SPEAKERS

**Wednesday, October 7<sup>th</sup>**

**12:00 pm**

**Keynote - The 5 Mindsets of Innovation**



***Josh Linkner***

How did an oddball idea save the cattle industry over \$1 billion? How did a large hotel chain create a new revenue stream and drive competitive differentiation without investing a penny? How did the leaders of a small organization stave off a near-certain extinction, even when they were overwhelmingly outmatched by a powerful enemy? Each mindset is reinforced through surprising, real-world examples, laugh out loud moments, and practical takeaways. The five mindsets are portable and can be applied immediately to any role, job function, or industry. This memorable session will leave you inspired, moved, and better equipped.

Josh Linkner is a creative troublemaker. He started his career as a jazz guitarist and then went on to become the founder and CEO of five tech companies, which sold for a combined value of over \$200 million. He is also a deeply experienced business leader, venture capitalist, top-rated keynote speaker, *New York Times* bestselling author, and professional jazz guitarist. He is a world-renowned expert on innovation, disruption, and hyper-growth leadership.

**1:00 pm**

**Closing Remarks**

**1:30 pm**

**Conclude**



**OCTOBER 3-6**



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**OCTOBER 5-7**

# **AFLA**NEXTGEN

**2020 VIRTUAL CORPORATE FLEET CONFERENCE**

## **SCHEDULE AT A GLANCE**



***Note: All Times Listed Are Central Time***

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- 10:15 am Keynote Speaker: Curt Steinhorst - Building a Focused and Productive Team in Turbulent Times
- 11:00 am Awards - Fleet Executive of the Year
- 11:10 am Break
- 11:15 am Session - Learn from Drivers
- 12:00 pm Networking
- 12:30 pm Session - Benefits of Promoting Work/Life Balance in this Environment
- 12:45 pm Session - Privacy and Data
- 1:25 pm Break
- 1:30 pm WIFM Session: Lisa Panarello - Leading Change with Emotional Intelligence
- 2:15 pm Networking
- 3:00 pm Conclude

### **Tuesday, October 6<sup>th</sup>**

- 10:00 am Keynote Speaker: Lisa Bodell - Drive Growth and Innovation
- 10:45 am Award Presentation - Fleet Manager of the Year
- 10:55 am Break
- 11:00 am Session - Electrification
- 12:00 pm Session - Reboot Your Development: Learning to Thrive in a Virtual Environment
- 12:45 pm Best Practice Roundtables
- 2:15 pm Session Announcement Soon
- 2:30 pm Session - Balance Mobility Driver Satisfaction
- 3:30 pm "Slipps" N Sips Networking

### **Wednesday, October 7<sup>th</sup>**

- 10:00 am Session - Ask the Industry
- 10:45 am Session - Thinking in Data: Simple Things to Drive Insight Whether You're a Small or Large Fleet
- 11:00 am Networking
- 11:50 am Awards Presentation - Fleet Hall of Fame
- 12:00 pm Keynote Speaker: Josh Linkner - The 5 Mindsets of Innovation
- 1:00 pm Closing Remarks
- 1:30 pm Conclude

**Automotive Fleet & Leasing Association**

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