



2025 FEB 19-20

**AFLA**

CANADA SUMMIT

**CONFERENCE PROGRAM**

# SESSIONS AND SPEAKERS

Wednesday, February 19

8:00 - 9:30 AM

**Breakfast & Fleet Manager Roundtable**

Sponsored by  **ACTION**  
CAR AND TRUCK ACCESSORIES™  
COMMERCIAL FLEET UPFITTING

9:30 - 9:45 AM

**Opening Remarks**

9:45 - 10:45 AM

**Keynote - Disaster Proofing Your Fleet**



Lance Mortlock

10:45 - 11:00 AM

**Break**

Sponsored by  **farmbro**

11:00 - 12:00 PM

**Key Differences Between Canadian and US Fleet Management**



Eva Gomes



Sabrina  
Marion  
Masse



Jim Petrillo



Sharyn  
Roberts

12:00 - 1:00 PM

**Lunch**

Sponsored by  **RANGER**  
DESIGN™

1:00 - 2:00 PM

**Canadian Economic Outlook**



Robert Kavcic

2:00 - 3:00 PM

**Fleet Management Trends and Fleet Policy**



Basil  
Marcus



Suresh  
Rajapakse



Michelle  
Way

3:00 - 3:15 PM

**Break**

Sponsored by  **MKW**  
COMMERCIAL  
VEHICLE  
OUTFITTERS

3:15 - 3:55 PM

**Unlocking the Power of AI for Fleet Success**



Mark Thomas

4:15 - 5:30 PM

**Cocktail Reception**

5:30 - 7:00 PM

**Dinner & Awards Ceremony**

# SESSIONS AND SPEAKERS

Thursday, February 20

8:30 - 9:30 AM

**Breakfast**

Sponsored by



9:30 - 10:30 AM

**WIFM - Leaning In: Owning Your Journey and Empowering Others**



Sahar  
Burney



Kerrie  
Owen



Will  
Sherman

10:30 - 10:45 AM

**Break**

Sponsored by



10:45 - 11:45 AM

**Cybersecurity**



Steve Waterhouse

11:45 - 12:45 PM

**Lunch**

12:45 - 1:45 PM

**Fireside Chat: Leveraging Fleet for High Performance Teams**



Anne  
Contala



Rebecca  
Moorey

1:45 - 2:45 PM

**Fleet Electrification: Driving ROI, Sustainability and Future-Proofing Your Fleet**



Stephanie Medeiros

2:45 - 3:00 PM

**Break**

Sponsored by



3:00 - 4:00 PM

**Keynote - Geopolitical Change and Implications for Fleets Operating in Canada**



Colin Sutherland

4:00 - 4:15 PM

**Closing Remarks**

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Coffee Lounge:



Lanyards:

Wednesday Breakfast & Fleet

Manager Roundtable:

Breaks:



Lunch:

Thursday Breakfast:

Table Displays: **Element, Faster Assets Solutions**

## SAVE THE DATE!



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