



WHERE PUBLIC FLEET PROFESSIONALS CONNECT

JUNE 4-7, 2018 *San Diego Convention Center*  
SAN DIEGO, CALIFORNIA

Full Schedule as of May 18, 2018

**Monday, June 4, 2018**

8:00am - 6:30pm

**Registration Open**

*Hall F Lobby*

*Sponsored by*



9:00am - 9:45am

**First Timers' Orientation**

*Room 26*

Coming to a show for the first time can be daunting. This session will give you one-on-one time with other first time attendees, the GFX show organizers, and magazine writers. Get an inside look at the schedule and show highlights. Think of us as your personal tour guides for the show.

10:00am - 12:30pm

**The GFX Block Party and Experience**

*Fifth Avenue Landing Lot*

This event within an event will be a mix of ride and drives, hands-on training, experiential learning (including a lecture and demo on adding drones to your fleet), and a technology showcase. Plus a fun street fair atmosphere with food, drinks, games and prizes.

1:30pm - 3:45pm

**Best Practices and The Future of Connected Mobility - Presented by MEMA**

*Room 28*

MEMA brings a laser focus on fleet best practices with a panel discussion featuring past winners of the Leading Fleets competition. These experts will give you workable take-aways on training dollar returns, demonstrating a "power curve of credibility," and developing a bulletproof capital equipment program. A second panel looks to the future of connected mobility and features experts from the companies leading the transition from managing assets to managing the mobility needs of the next generation. Expect to learn how cars of the future will integrate together as well as how the upcoming shift to service-based people delivery will work.

4:00pm - 5:00pm

**Opening Keynote Address: Taking the Spotlight: How to Highlight Your Operation**

*Room 28*

Do you worry about highlighting your fleet operation for fear of failure? Become more comfortable acknowledging setbacks and overcome anxiety in order to accentuate your fleet's successes. Learn how to develop valuable talking points and soundbites that you and your staff can use to deliver your fleet's message. The "secret sauce" in the fleet management world isn't always about how you do

it, often times, it's having the ability to explain the compelling reason why.

*Keynote Speaker: Craig Croner, City of Boise, ID*

*Sponsored by*



5:00pm - 6:30pm

**Opening Reception**

*Plaza Terrace*

*Sponsored by*



6:30pm - 8:00pm

**Customer Appreciation Dinners**

This evening is set aside for exhibitors and sponsors who choose to invite existing and potential customers for dinner meetings.

**Tuesday, June 5, 2018**

7:30am - 5:30pm

**Registration Open**

*Hall F Lobby*

*Sponsored by*



8:00am - 9:30am

**Breakfast and Keynote Address: Dream Big and Never Quit**

*Room 28*

Millions have been inspired by the movie Rudy; now let the man behind the movie inspire you. GFX would like to introduce you to Rudy Ruettiger, the inspiration behind the movie Rudy. He's brought his message to corporate America, colleges and universities, schools grades K -12, sports teams, fundraisers, churches, and community events across the country. Rudy will share a dynamic presentation, just for fleets, choreographed to a video production, which tells his story and will inspire you to dream big and never quit!

*Keynote Speaker: Rudy Ruettiger, Author and Motivational Speaker*

*Sponsored by*



9:45am - 10:45am

**Training Sessions**

*Sponsored by*



**An Outsourcing Journey: How Staff Won the Battle to Keep Their Jobs**

*Room 24*

In 2014, large a city embarked on a managed competition project, with city

employees competing to keep parts management in house. Learn how and why management pushed for an outsourcing initiative, as well as steps taken by employees that led to their victory, saving them their jobs. Attendees will learn that sometimes organizations can be their own worst enemies and that positive, collective action can lead to substantive change.

*Presenter: Bob Stanton, Stanton Consultants*

### **Sounding the Alarm: New Patrol Vehicles, Safety Features and Innovative Uses**

*Room 25*

In the past year, OEMs have announced three new pursuit vehicles and one discontinuation. In addition, they've added more safety features to their police offerings. Join the discussion about the new vehicles, in-vehicle features, and what else may be coming from the OEMs. In addition, find out the latest about police motorcycles and fleets using non-traditional vehicles for police work.

*Moderator: Mario Guzman, CAFM, City of West Palm Beach, FL*

*Panelists: David Callery, FCA - Dodge Law Enforcement; Tony Gratson, Ford Motor Company; Dana Hammer, General Motors Fleet; George Petropoulos, Harley-Davidson Motor Company*

### **Roundtable Discussion: The Good, the Bad and The Ugly: An Honest Discussion About Fleet Tracking**

*Room 26*

You've undoubtedly heard about the benefits - and disadvantages - of telematics systems. Join this interactive discussion with other public fleet professions and subject matter experts about the benefits and challenges of telematics deployment. Subject matter experts will also be able to answer questions and give examples of real-world implementation from public fleets, including success-es, challenges, and shortcuts to smooth deployment.

*Facilitator: Eric Bearly, Government Fleet Magazine*

*Subject Matter Experts: Rob Donahue, Lytx, Inc.; Chris Jackson, BSM Technologies; Tyler Mortensen, GPS Insight; Gary Oldham, Telogis/Verizon Telematics; Jean Pilon-Bignell, Geotab*

11:00am - 3:00pm

### **Exhibit Hall Open**

*Hall G*

11:30am - 11:45am

### **In-Booth Presentation**

*Hall G, Booth 709*

Presented by Geotab

12:00pm - 12:15pm

### **In-Booth Presentation: Privacy and Cybersecurity for Fleets**

*Hall G, Booth 1317*

Presented by Privacy4Cars.com

12:30pm - 1:30pm

### **Lunch in the Exhibit Hall**

*Hall G*

*Sponsored by*



**WESTERN STAR**

2:00pm - 2:25pm

### **Campfire Training Session**

*Hall G, Campfire A*

While in the exhibit hall, drop in on our micro-training sessions. Designed to get straight to the point in a less structured setting, these “campfire” presentations will feature maximum take home value.

### **CPFP: Certification Basics and How It Can Advance Your Career**

What is the American Public Works Association’s Certified Public Fleet Professional (CPFP) program and why should you get one? Learn more about the CPFP program, how to obtain one, and how it can benefit your fleet and advance your career.

Meet with current CPFPs to get tips and discuss how they have used it to benefit their operations.

*Presenter: Jeffrey Tews, CPFP, City of Milwaukee, WI*

2:30pm - 2:45pm

### **In-Booth Presentation: Managing Alerts**

*Hall G, Booth 601*

Presented by FASTER Asset Solutions

2:45pm - 3:00pm

### **In-Booth Presentation: Car Sharing Technologies: Success Stories from Public Fleets**

*Hall G, Booth 701*

Presented by Agile Fleet

3:05pm - 4:05pm

### **Training Sessions**

*Sponsored by*



### **Facility Construction and Renovation: What Every Fleet Manager Should Know**

*Room 24*

Many fleets are working in maintenance facilities that are decades old and aren’t large enough for modern vehicles. What can you do about it? Fleet managers with recent experience in overseeing facility construction and renovation share their challenges, opportunities, and what they learned. Delve into the process of designing and building a multi-million-dollar fleet facility (as well as what to avoid) and for those with significantly less funding, find out how to modernize workstations and replace some equipment in order to improve technician morale and efficiency.

*Presenters: John Manning, County of San Diego, CA; David Worthington, County of Sonoma, CA*

### **Electrification the Easy Way: New EVs, Upfits, and Deployment Best Practices**

*Room 25*

To meet sustainability requirements, more government fleets are seeking electrified vehicle solutions. Some are purchasing OEM vehicles, while others are considering aftermarket upfits. Join a panel discussion about deploying electrified vehicles, including sedans, vans, and trucks, and new options available for fleets looking to electrify.

*Moderator: Kevin Wood, Center for Sustainable Energy*

*Panelists: David Breault, XL Hybrids; David Brosky, Lightning Systems; Sam Houghtaling, City of Seattle, WA*

### **Roundtable Discussion: Dig into Data: What to Track and How to Use It**

*Room 26*

What are the biggest challenges related to new and growing sources of data, and what can you do about it? Discuss what data needs to be collected from fleet and external sources, how to make decisions based on this data, and how to develop and implement processes and policies based on what the data is telling you.

*Facilitator: Maggie Laird, Dossier Systems*

4:15pm - 5:15pm

### **Training Sessions**

#### **What It Takes To Be an Effective Fleet Leader**

*Room 24*

In today's fast-paced fleet environment, competent leadership is one of the most important factors for an organization's success. But what is effective leadership at the fleet level, and how can you motivate your employees to perform at their best? Learn the five basic traits of a leader and how to use those traits to get the most out of your employees, as well as five things you can do immediately, every day, to see improvement in your organization. Lastly, learn simple leadership philosophies that are unique to a fleet environment that you can implement in your organization.

*Presenter: Todd Richardson, City and County of Denver, CO*

#### **Prevent Brain Drain: How to Create an Effective Succession Plan**

*Room 25*

As more baby-boomers retire and exit organizations, it's becoming essential for organizations to capture institutional knowledge before they experience "brain drain." Lack of a succession plan can hamper the employee replacement transition, drive up costs, and impact customer service. Learn how to design an effective succession plan and how other fleet managers have successfully tackled this challenge before exiting their organizations.

*Presenter: Steven Saltzgeber, Mercury Associates Inc.*

#### **Roundtable Discussion: Buying Methods: When to Lease, Finance or Outright Purchase**

*Room 26*

Does the manner in which your organization finances (pays for) fleet acquisition costs matter? You bet it does. Some financing methods actually discourage fleet owners from replacing their vehicles and equipment in a timely manner, while others, which have a reputation for being more costly, may offer larger immediate savings than an organization could ever hope to achieve through business process improvements or outsourcing. This roundtable discussion will offer participants the opportunity to share and compare examples of both success and failure related to leasing, lease-purchasing (debt financing), replacement reserve funds, and upfront cash purchase of fleet assets.

*Facilitator: Paul Lauria, Mercury Associates Inc.*

*Subject Matter Experts: Chrissy Bishop, Wheels, Inc.; Bob Crowe, Acme Auto Leasing; Maria Neve, Merchants Fleet Management*

5:15pm - 7:00pm

### **The Honors Celebration**

*Room 28*

Following a 25 minute reception, the awards ceremony will begin with a presentation of the Certified Fleet Management Operation (CFMO) and Fleet Masters Operation awards, on behalf of the Government Fleet Management

Alliance (GFMA). Government Fleet magazine will recognize the 50 Leading Fleets, announcing rankings for the top 20, and the top fleets in three size categories. The magazine will also honor the Public Fleet Hall of Fame inductees, the Legendary Lifetime Achievement Award winner, and announce 2018 Public Sector Fleet Manager of the Year.



8:00pm - 10:00pm

**Night on the Town**

*The QuartYard*

Sponsored by



**Wednesday, June 6, 2018**

8:00am - 1:00pm

**Registration Open**

*Hall F Lobby*

Sponsored by



8:00am - 9:50am

**Breakfast and Big Solutions Roundtable**

*Room 28*

What are your biggest challenges? Whether it's fuel management or budgeting concerns, this interactive session gives you a chance to discuss these topics and more with your peers and brainstorm solutions. Then, learn from the rest of the group as other fleet managers share the best solutions their groups found.

10:00am - 11:00am

**Training Sessions**

Sponsored by



**Utilizing Internal Service Fund Rates to Modify User Behavior**

*Room 24*

Rate development and internal service funds aren't just cost recovery methods,

they can be used as a tool to improve operations. In this advanced session, discover how to use various aspects of rate development to drive proper behavior at the end-user level, resulting in more efficient operations and less impact to the fleet customer.

*Presenter: Brent Wahl, Pasco County, FL*

### **Looking at the Future of Fleet**

*Room 25*

From mobile fueling to disaster readiness and recovery, to government mandates, the fleet industry consistently faces significant changes that have potentially wide-ranging impacts on fleet operations. Join the discussion about the trends of the future that could lead to significant transformation in the industry, as well as ones that are just around the corner. How can fleet managers and their customers in the public sector make sure they're prepared?

*Moderator: Bob Mentzinger, WEX Inc.*

*Panelists: Ryan Kelly, WEX Inc.; Phillip Kobernick, County of Alameda County, CA; David Peterson, ChargePoint; David Pope, GPS Insight*

### **How to Build Credibility and Make Major Fleet Improvements**

*Room 26*

Many fleets are challenged by things they can't change because of precedence or the structure of their agency — perhaps it's a purchasing method, software, or organizational structure that isn't right for their operation. Rather than passively accepting it, fleets can take steps to push for seemingly impossible changes. Learn from a fleet manager who spent four years advocating for centralization (and succeeding), as he explains how to build credibility and what steps to take to make major fleet improvements.

*Presenter: Kevin Schlangen, CFPF, CAFM, CEM, Dakota County, Minnesota*

11:00am - 3:30pm

### **Exhibit Hall Open**

*Hall G*

12:00pm - 1:00pm

### **Lunch in the Exhibit Hall**

*Hall G*

2:00pm - 2:25pm

### **Campfire Training Sessions**

*Hall G*

While in the exhibit hall, drop in on our micro-training sessions. Designed to get straight to the point in a less structured setting, these "campfire" presentations will feature maximum take home value.

### **Your Ideas: The Best Efficiency Ideas from Fleets Nationwide**

*Campfire A*

Why reinvent the wheel when you can learn tried-and-true ideas? Government Fleet staff will present the best ideas for operational improvement, collected from fleets around the country. Learn what has worked for others and may also work for you, followed by a discussion with your peers.

*Presenter: Za Farley, Government Fleet Magazine*

### **What Fleets Need to Know About Vehicle Hacking**

*Campfire B*

As more advanced technologies are added to vehicles, the threat of vehicle hacking grows. Learn about whether fleets should worry about vehicle

cybersecurity, as well as the steps the automotive industry has taken to secure vehicles.

*Presenter: John Tintinalli, SAE International*

3:00pm - 3:25pm

### **Campfire Training Sessions:**

*Hall G*

While in the exhibit hall, drop in on our micro-training sessions. Designed to get straight to the point in a less structured setting, these “campfire” presentations will feature maximum take home value.

### **Paving the Way for Connected, Autonomous & Electric Vehicles**

*Campfire A*

What will the cities of the future look like, and what roles do fleets have in this future? Check out the City of Columbus, Ohio’s vision of the future and its Smart Cities projects under way to get it there. Learn about cars that talk to each other, in-vehicle safety technologies, ways to improve mobility for residents, autonomous vehicles to supplement transit use, and electric vehicles — and how they all affect fleet operations.

*Presenter: Kelly Reagan, City of Columbus, OH*

### **Understanding Mobility 2.0**

*Campfire B*

The Internet changed the world, but it didn’t happen overnight. The Web 1.0 and 2.0 eras saw more failures than successes, and business models needed to evolve before reaching sustainability. When it comes to transportation, we’re in similarly exciting times. But with change happening so rapidly, it’s hard to know how or when fleets should take advantage. You’ve heard the buzz words: smart mobility, Internet of Things, Transportation as a Service, and others. This session will give fleets perspective on them, separate reality from the noise, and impart a greater understanding of this era of Mobility 2.0.

*Presenter: Chris Brown, Business Fleet magazine*

3:30pm - 4:30pm

### **Training Sessions**

#### **How to Streamline Workflow in Your Shop**

*Room 24*

Is your facility streamlined for peak shop efficiency? Learn how to improve the flow of repairs in your shop by optimizing your shop’s advantages and eliminating the disadvantages. Case studies will allow attendees to gather tips to reduce or eliminate repeat repairs.

*Presenter: Mike Cleary, ATSS/Cleary Auto*

#### **Sink or Swim: Navigating the Deep Waters of the Procurement World**

*Room 25*

Fleet professionals are realizing that being experts in their domain is not enough. They need to understand strategic sourcing in order to lend their expertise to the process and ensure their needs are being met. In order to have a voice in the process, a little procurement knowledge goes a long way. Understand the key terms from the procurement world, the ideal roles of stakeholders in the supply chain, and how to best cooperate with procurement specialists for optimum results.

*Presenters: Mario Guzman, CAFM, City of West Palm Beach, FL; Gary Lentsch, CAFM, Eugene Water and Electric Board*

## **Extending Equipment Uptime & Life Through Contamination Control**

*Room 26*

Are you achieving optimal component life in your off-road equipment? There's one area you may not have considered — contaminants. Contaminants such as dirt and metals can enter the fluid systems of your equipment, negatively affecting the life of engines, components, hydraulics, and fuel systems. Learn how contaminants affect your equipment and how you can keep them clean for greater longevity.

*Presenter: Brian Redpath, Caterpillar Inc.*

4:30pm - 5:30pm

### **Farewell Happy Hour**

*Session Room Foyer*

## **Thursday, June 7, 2018**

8:30am - 4:30pm

### **AssetWorks User Training**

*Rooms 24 and 25*

Learn about the latest features in AssetWorks' FleetFocus fleet management software, as well as the FuelFocus fuel management system, KeyValet automated motor pool solution and integrated GPS. AssetWorks senior project management staff will review all the great features in the current release, discuss what is in the pipeline for the next release, and help with all functionality questions. Interact with other AssetWorks users to learn how they cope with the business challenges you face every day. Lunch will be included.

9:00am - 1:00pm

### **FASTER User Training**

*Room 26*

This session will include an overview of FASTER Web, highlighting the newest features and business intelligence. Next will be an overview of FASTER's Web add-ons including: motorpool reservation and dispatch and key box integration; VIN decoder; inventory import utility; and more. Lastly, the session will include a high level overview of the features, reports and system switches of FASTER Win, and remind users of general tools that are often forgotten.