

Class Group 8

Session 7 Detailed Agenda:

February 5-7, 2025 – Birmingham, AL

Wed. – Feb 5th

Early Start w/ AutoTec

3:30pm Depart Hotel for AutoTec Corp Offices Tour
3:45pm AutoTec Corp Offices Tour
5:00pm Return to Hotel

6:30-7:00pm
7:00-7:30pm

Welcome Reception **Red Mountain A&B Meeting room**

Buffet Dinner – Opening Session

7:35pm Liquid Motors Continuation
8:00pm “Who Owns Your Customer”

Keith Whetter, Vice President of Sales
John Poteet, Faculty, Auction Academy

Thurs. – Feb 6th

Breakfast on own

*****Leaving hotel for entire day – will not return until 9pm**



Bring your vest

7:45am Meet in hotel lobby
8:00am Transportation to ADESA Birmingham (departing from hotel lobby) (est. 35min drive)
8:45-10am (1hr 15min) **Tour and meetings with key ADESA Birmingham Departments**
10:00-11:15am (60 min) Training in the lanes NAAA Damage Analysis Training Pt 1
Bryce Beckstrom CAR, Director of Learning Solutions
11:20am Depart for Barber Museum (est. 16min drive)
11:45-12:45pm Lunch @ Barber Museum “Surtees Room”
1-4:00pm **BARBER Meeting room (2:30pm break)**

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| AutoTec - Introductions | Chuck Redden |
| AutoCheck Auctions | John McElrath & Joel Beck |
| Auction Insurance Agency | Ben Puckett & Brandon Walton |
| AuctionACCESS | Charlie Adams |
| Arthur J. Gallagher (Commercial Insurance) | Mike Roy |

4/4:30-5:15pm Porsche Track Experience – 3 Porsche drivers w/ 3 riders each.
5:15pm Dinner event begins – **Grand Atrium**

- Theatre as a group
- Cocktails/Apps
- Museum – Open
- Buffet Dinner served

8pm Depart back to hotel

Fri. – Feb 7th

Red Mountain A&B meeting room @ hotel

7:45am Working Breakfast
8:15-9:15am (60 min) AI
9:15am (10 min) Break
9:25-10:25am (60 min) AutoIMS Demo

Charlie Vogelheim, Faculty, Auction Academy

Dusti Daniels CAR, Sr. Mgr.-Solutions & Marketing
Bo Boshell CAR, Sr. Director, Client Success
Ken Goodwin CAR, Client Advocate

10:25am (10 min) Break
10:35-11:35am (60 min) NAAA Damage Analysis Training Pt 2
11:35-11:45pm (10 min) Wrap Up – What’s Next

Bryce Beckstrom CAR, Director of Learning Solutions
Penny Wanna, President, Auction Academy