

The Valley Hotel
2727 18th St. So., Homewood, AL 35209

Class Group 9

Session 5 Detailed Agenda:

February 18-20, 2026– Birmingham, AL

Wed. – Feb 18th



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

6:30-7:00pm
7:00-7:45pm

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

Buffet Dinner – Opening Session

7:45pm Liquid Motors Continuation

8:00pm CES Electronic Convention Overview

Kelly McAllister, President
Keith Whetter, Vice President of Sales
Charlie Vogelheim, Auction Academy

Thurs. – Feb 19th

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



Bring your vest

7:15-7:45am Grab/Go breakfast avail in lobby, start to gather for ADESA departure
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 Structural 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)**

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)	Michael Rohdy

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 (ish) Depart back to hotel

Fri. – Feb 20th

Red Mountain A&B meeting room @ hotel

7:45am Working Breakfast
8:15-9:15am (60 min) "Who Owns Your Customers" **John Poteet, PhD., Faculty, Auction Academy**
9:15am (10 min) Break
9:25-10:25am (60 min) AutoIMS Demo **Dusti Daniel CAR, Sr. Manager Solutions & Marketing**
Bo Boshell CAR, VP Client Services
Ken Goodwin CAR, Client Support – Team Lead
10:25am (10 min) Break
10:35-11:35am (60 min) NAAA Structural Analysis Training Pt 2 **Bryce Beckstrom CAR, Director of Learning Solutions**
11:35-11:45pm (10 min) Wrap Up – What's Next **Penny Wanna, President, Auction Academy**