



# CONFERENCE PROGRAM

**Tuesday, March 6<sup>th</sup> 2018**

TIME	EVENT
9:00am – 12:00pm	PRE-CONFERENCE WORKSHOP 1: <p style="text-align: center;"><b>Building A Service Contract Program (US Base White/Brown Goods)</b>  <i>Presenters:</i> Julie Messer, VP National Accounts, &amp; Jeanine Skendzel, Director, Risk Management, <b>AIG</b>            Stephen McDaniel, Shareholder, <b>MEENAN P.A.</b> &amp; Asst. General Counsel &amp; Executive Director, <b>SCIC</b></p>
9:00am – 12:00pm	PRE-CONFERENCE WORKSHOP 2: <p style="text-align: center;"><b>Five Ways To Reduce Warranty Costs</b>  <i>Presenters:</i> Fred Schenkelberg, Consultant,  <b>FMS RELIABILITY</b></p>
9:00am – 12:00pm	PRE-CONFERENCE WORKSHOP 3: <p style="text-align: center;"><b>The Building Blocks Of Pricing A B2B Extended-Warranty/Service</b>  <i>Presenter:</i> Ron Giuntini, President  <b>GIUNTINI &amp; COMPANY</b></p>
2:00pm – 5:00pm	PRE-CONFERENCE WORKSHOP 4: <p style="text-align: center;"><b>Warranty Claims Handling 101</b>  <i>Presenters:</i> Ian Schuler, Attorney &amp; Michael Hurvitz, Partner,  <b>BOWMAN AND BROOKE, LLP</b></p>
2:00pm – 5:00pm	PRE-CONFERENCE WORKSHOP 5: <p style="text-align: center;"><b>Inaccurate ESC Loss Ratios: The Achilles Heel Of Our Industry</b>  <i>Presenters:</i> Paul Swenson, EVP, &amp; Dan Adelsberg, Director, Warranty Analytics,  <b>AFTER, INC</b></p>
2:00pm – 5:00pm	PRE-CONFERENCE WORKSHOP 6: <p style="text-align: center;"><b>Transforming Warranty Management Into Improved Customer Satisfaction And Revenue Generation</b>  <i>Presenter:</i> Bill Pollock, President  <b>STRATEGIES FOR GROWTH</b></p>
5:00pm – 8:00pm	EVENING REGISTRATION
6:00pm – 8:00pm	WELCOME RECEPTION DRINKS & HORS D'OEUVRES

**Wednesday, March 7<sup>th</sup> 2018**

TIME	EVENT
7:00am – 8:15am	BREAKFAST ( <i>Sponsored by: THE WARRANTY GROUP</i> ) EXHIBITORS & NETWORKING REGISTRATION
8:15am – 8:30am	WELCOME ADDRESS Alison Griffiths, WCM Conference Director
8:30am – 9.15am	KEYNOTE PRESENTATION <b>What Is Value In The Warranty, Service Contract And Insurance Industries?</b> Nathan Banks Director of Product Management <b>MICROSOFT</b>
9:15am – 10:00am	KEYNOTE PRESENTATION <b>Using Big Data Discovery To Drive Innovation In Product And Service Margins</b> Sue Zwinger Vice President, Global Systems Support <b>ORACLE</b>
10.00am – 10:30am	REFRESHMENTS EXHIBITORS & NETWORKING

10:30am – 12:30pm	<p align="center"><b>Session 1: Track 1 WARRANTY AND SYSTEM MANAGEMENT</b></p>	<p align="center"><b>Session 1: Track 2 EXTENDED WARRANTY NATIONAL REGULATORY UPDATE</b></p>	<p align="center"><b>Session 1: Track 3 COLLABORATIVE WARRANTY MANAGEMENT</b></p>
	<p>10:30am – 11:10am</p> <p align="center"><b>Warranty Management Transformation: The Journey Continues</b> Andrew Conville Warranty &amp; Technical Services Manager <b>HUSQVARNA GROUP</b></p> <p>11:10am – 11:50am</p> <p align="center"><b>The System Consolidation Journey: Benefits, Pitfalls &amp; Keys To Success</b> Kirsten Elsworth Director, Data Management &amp; Analytics <b>ALLY FINANCIAL, INC.</b></p> <p>11:50am – 12:30pm</p> <p align="center"><b>Warranty And Support At Cisco: One Year After The Change</b> Bryan Waller Director, Customer Assurance <b>CISCO</b></p>	<p>10:30am – 12:30pm</p> <p align="center"><i>Panel Presentation</i></p> <p align="center"><b>2017-2018 Extended Warranty National Regulatory Update And Case Law Review</b></p> <p align="center">Stephen McDaniel Shareholder <b>MEENAN, P.A.</b> Asst. General Counsel &amp; Executive Director <b>SERVICE CONTRACT INDUSTRY COUNCIL</b> <i>(Moderator)</i></p> <p align="center">Brian Casey Partner &amp; Co-Chair of the Transactions &amp; Regulatory Insurance Group <b>LOCKE LORD, LLP</b></p> <p align="center">Christopher Karo Associate Division Counsel, Warranty Division <b>AIG</b></p>	<p>10:30am – 12:30pm</p> <p align="center"><i>Panel Discussion</i></p> <p align="center"><b>Collaborative Warranty Management: OEM, Dealer &amp; Supplier Perspectives</b></p> <p align="center">Ashok Kartham <b>CEO</b> <b>MIZE, INC.</b> <i>(Moderator)</i></p> <p align="center">Dave Bunton Senior Manager, Global Warranty Operations <b>TREK BICYCLE</b></p> <p align="center"><i>Supplier Representative To Be Confirmed</i></p> <p align="center"><i>Dealer Representative To Be Confirmed</i></p>
12:30pm -1:30pm	<p align="center">LUNCH (<i>Sponsored by: m-ize, Inc.</i>)</p> <p align="center">EXHIBITORS &amp; NETWORKING</p>		

<p>1:30pm – 3:15pm</p>	<p style="text-align: center;"><b>Session 2: Track 1 CUSTOMER EXPERIENCE, WARRANTY &amp; SERVICE</b></p> <p>1:30pm – 2:05pm</p> <p style="text-align: center;"><b>Customer Focused Innovation In the Extended Warranty Space</b> David Gregory Senior Product Manager, Device Accessories <b>AMAZON</b></p> <p>2:05pm – 2:40pm</p> <p style="text-align: center;"><b>Digitizing The Aftermarket Supply Chain</b> Tom Maher Senior Vice President, Global Service Parts <b>DELL EMC</b></p> <p>2:40pm – 3:15pm</p> <p style="text-align: center;"><b>B2B Effortless Experience</b> Steve Zannos Senior Director, Service Delivery <b>ELECTROLUX</b></p>	<p style="text-align: center;"><b>Session 2: Track 2 WARRANTY ANALYTICS</b></p> <p>1:30pm – 2:05pm</p> <p style="text-align: center;"><b>Warranty Analytics: Is There A Need?</b> Frank Kozlowski Technical Analyst, Warranty <b>KOHLER</b></p> <p>2:05pm – 2:40pm</p> <p style="text-align: center;"><b>Automated Predictive Analytics: Seeing The Whole Picture From Your Data. Utopia Or Reality?</b> Dan Somers CEO <b>WARWICK ANALYTICS</b></p> <p>2:40pm – 3:15pm</p> <p style="text-align: center;"><b>The Power Of Analytics: Becoming Best In Class</b> David Froning Senior Manager, IIOT &amp; Heavy Industrial Solutions <b>SAS</b></p>	<p style="text-align: center;"><b>Session 2: Track 3 TECHNOLOGY DEVELOPMENTS</b></p> <p>1:30pm – 3:15pm</p> <p style="text-align: center;"><i>Panel Discussion</i></p> <p style="text-align: center;"><b>Staying Abreast Of Technology Developments In The Rapidly Changing Management Of OEM Warranties, Service Contracts, Extended Warranties And Maintenance Agreements</b></p> <p style="text-align: center;">Daniel Raycroft Vice President, Business Development <b>PCMI CORPORATION</b> <i>(Moderator)</i></p> <p style="text-align: center;">Dawn Morris President <b>CENTRICITY</b></p> <p style="text-align: center;">Greg Myers Executive Managing Director <b>BEECHER CARLSON</b></p> <p style="text-align: center;">Mark Nagelvoort President &amp; CEO <b>PCMI CORPORATION</b></p> <p style="text-align: center;">Guy Koenig President <b>CAREGUARD WARRANTY SERVICES, INC.</b></p>
<p>3:15pm – 3:45pm</p>	<p style="text-align: center;">REFRESHMENTS</p> <p style="text-align: center;">EXHIBITORS</p> <p style="text-align: center;">NETWORKING</p>		

3:45pm – 5:30pm	<p style="text-align: center;"><b>Session 3: Track 1</b> <b>CLAIMS PROCESSING AND WARRANTY FRAUD</b></p> <p>3:45pm – 4:20pm</p> <p style="text-align: center;"><b>Resolving Installed Product Warranty Claims</b> Andrew Clements National Accounts Executive <b>WARRANTY LINK SOLUTIONS</b></p> <p>4:20pm – 4:55pm</p> <p style="text-align: center;"><b>The Art Of Returning Parts Through Warranty</b> Terry Leinbach Product Support/Warranty Systems Manager <b>EXCEL INDUSTRIES, INC.</b> &amp; Noor Pasha Associate Technical Architect <b>TAVANT TECHNOLOGIES</b></p> <p>4:55pm – 5.30pm</p> <p style="text-align: center;"><b>The Dynamic Duo: How Data And Visibility Prevent Warranty Fraud And Mitigate Loss</b> Sarah Hatfield Vice President, Product Management <b>ONPROCESS TECHNOLOGY</b></p>	<p style="text-align: center;"><b>Session 3: Track 2</b> <b>CUSTOMER EXPERIENCE VERSUS EXPENSE CONTROL</b></p> <p>3:45pm – 5:30pm</p> <p style="text-align: center;"><i>Panel Discussion</i></p> <p style="text-align: center;"><b>Customer Experience vs. Expense Control</b></p> <p>Jocelyn Getson Vice President, Partnership Strategy <b>CENTRICITY</b> (Moderator)</p> <p>Matt Taylor Vice President, Extended Warranty <b>STARR COMPANIES</b></p> <p>Nathan Banks Director of Product Management <b>MICROSOFT</b></p> <p>David Gregory Senior Product Manager, Device Accessories <b>AMAZON</b></p> <p>Cosmo Adamo Vice President, Service <b>BRANDSMART</b></p> <p>Tom Maher Senior Vice President, Global Service Parts <b>DELL EMC</b></p>	<p style="text-align: center;"><b>Session 3: Track 3</b></p> <p>3:45pm – 5:30pm</p> <p style="text-align: center;"><i>Panel Presentation</i></p> <p style="text-align: center;">To Be Confirmed</p>
5:30pm – 7:30pm	<p>EVENING COCKTAIL RECEPTION WITH HORS D'OEUVRES</p> <p>EXHIBITORS</p> <p>NETWORKING</p>		

**Thursday, March 8<sup>th</sup> 2018**

TIME	EVENT
7:00am – 8:00am	BREAKFAST ( <i>Sponsored by: PCMI CORPORATION</i> ) EXHIBITORS & NETWORKING
8:00am – 9:45am	GENERAL SESSION: INDUSTRY UPDATES AND TRENDS  8:00am – 8:35am <b>Annual Warranty and Service Contract Industry Update</b> Eric Arnum Editor <b>WARRANTY WEEK</b>  8:35am – 9:10am <b>Trends And Techniques In The Extended Warranty Market</b> James Mostofi President & Julie Messer Vice President <b>AIG WARRANTY</b>  9:10am – 9:45am <b>The State Of Warranty Chain Management in 2018 – And Beyond!</b> Bill Pollock President & Principal Consulting Analyst <b>STRATEGIES FOR GROWTH</b>
9:45am – 10:15am	REFRESHMENTS / EXHIBITORS / NETWORKING

<p>10:15am – 12:00pm</p>	<p style="text-align: center;"><b>Session 4: Track 1</b> <b>PRODUCT AND SYSTEM INNOVATION</b></p> <p>10:15am – 10:50am</p> <p style="text-align: center;"><b>Cutting Edge: The Tension Between Compliance And Innovation</b> Greg Mitchell Member <b>FROST BROWN TODD, LLC</b></p> <p>10:50am – 11:25am</p> <p style="text-align: center;"><b>Warranty Management Systems Claims Design</b> Frank Kozlowski Technical Analyst, Warranty <b>KOHLER</b></p> <p>11:25am – 12:00pm</p> <p style="text-align: center;"><b>Case Study Discussion: Bringing Innovation To The Extended Service Contract Sector</b> Paul Swenson EVP, Business Development <b>AFTER, INC.</b> &amp; Dan Tschudi Director of Sales <b>SEAGATE TECHNOLOGIES</b></p>	<p style="text-align: center;"><b>Session 4: Track 2</b> <b>CHANGES AND REGULATION OF COMMERCIAL AND MOTOR VEHICLE SERVICE CONTRACTS</b></p> <p>10:15am – 10:50am</p> <p style="text-align: center;"><b>Regulation Of Commercial Service Contracts</b> Stephen McDaniel Shareholder <b>MEENAN, P.A.</b> Asst. General Counsel &amp; Executive Director <b>SERVICE CONTRACT INDUSTRY COUNCIL</b></p> <p>10:50am – 11:25am</p> <p style="text-align: center;"><b>The Changing Technology Of The Automobile And Its Influence On The Motor Vehicle Service Contract Industry</b> Aaron Lunt Assistant General Counsel, Head of Regulatory Affairs <b>THE WARRANTY GROUP</b></p> <p>11:25am – 12:00pm</p> <p style="text-align: center;"><b>Q &amp; A</b></p>
<p>12:00pm – 1:15pm</p>	<p style="text-align: center;">LUNCH EXHIBITORS &amp; NETWORKING</p>	

<p>1:15pm – 3:00pm</p>	<p style="text-align: center;"><b>Session 5: Track 1 SERVICE CONTRACT MANAGEMENT</b></p> <p>1.15pm – 1:50pm</p> <p style="text-align: center;"><b>Identifying Service Contract Benefits That Add Value And Are Cost Effective</b> Darius Bullock Senior ESA Business Manager <b>ELECTROLUX</b> &amp; Dan Hulkower Senior Vice President <b>AFTER, INC.</b></p> <p>1:50pm – 2:25pm</p> <p style="text-align: center;"><b>Globalizing Service Contract Claim Cost Control</b> Kevin Rigg President <b>KAR WARRANTY CONSULTING, LLC</b></p> <p>2:25pm – 3:00pm</p> <p style="text-align: center;"><b>Transitioning Customers From Manufacturer’s Warranty To A Service Contract</b> William Eliason Senior Manager, Business Planning &amp; Operations <b>ORACLE</b></p>	<p style="text-align: center;"><b>Session 5: Track 2 WARRANTY MANAGEMENT AND CUSTOMER EXPERIENCE</b></p> <p>1.15pm – 1:50pm</p> <p style="text-align: center;"><b>Warranty Terms And Conditions</b> Bradley Smoley Software Business Operations Lead <b>IBM</b></p> <p>1:50pm – 2:25pm</p> <p style="text-align: center;"><b>Ten Things For Immediate Productivity Gains In Warranty Processes</b> Eric Marlan Senior Product Manager <b>MIZE, INC.</b></p> <p>2:25pm – 3:00pm</p> <p style="text-align: center;"><b>Minimize Cost With Global Warranty Management</b> Jean Skemp Global Warranty Process Leader <b>INGERSOLL RAND</b> &amp; Moshe Deverapalli Director - Program Manager <b>TAVANT TECHNOLOGIES</b></p>
<p>3:00pm – 3:30pm</p>	<p style="text-align: center;">REFRESHMENTS / EXHIBITORS / NETWORKING</p>	



<p>3:30pm – 4:30pm</p>	<p>PANEL DISCUSSION:</p> <p style="text-align: center;"><b>WARRANTY AND SERVICE CONTRACT MANAGEMENT FOR INNOVATION AND GROWTH</b></p> <p style="text-align: center;"><i>Distinguished Panel Members:</i></p> <p style="text-align: center;">David Froning Senior Manager, IIOT &amp; Heavy Industrial Solutions <b>SAS</b> (Moderator)</p> <p style="text-align: center;">Bryan Waller Director, Customer Assurance <b>CISCO</b></p> <p style="text-align: center;">Aaron Lunt Assistant General Counsel, Head of Regulatory Affairs <b>THE WARRANTY GROUP</b></p> <p style="text-align: center;">Jean Skemp Global Warranty Process Leader <b>INGERSOLL RAND</b></p> <p style="text-align: center;">Matt Taylor Vice President, Extended Warranty <b>STARR COMPANIES</b></p> <p style="text-align: center;">Sue Zwinger Vice President, Global Systems Support <b>ORACLE</b></p>
<p>4:30pm – 4:45pm</p>	<p>CLOSING ADDRESS</p> <p style="text-align: center;">Alison Griffiths, WCM Conference Director &amp; President, ALG Associates</p>