



**AGENDA  
SUBJECT TO CHANGE**

**Corporate Host Sponsor:** Jacobsen|Daniels

*All sessions to be held in the Gateway A&B at the Hilton BNA, unless otherwise indicated.*

*Submit your questions for rental car industry representatives by 2 p.m. Tuesday, May 6. Questions will be answered in the Ask-a-RAC session (Session 11) on Wednesday.*

**Monday, May 5**

- |                |  |                                 |
|----------------|--|---------------------------------|
| 4:30-5:30 p.m. | <b>Registration</b>  | <i>Gateway Foyer</i>            |
| 5-6 p.m.       | Welcome Reception<br><i>Sponsored by Avis Budget Group</i> | <i>BNA Sky Pavilion Rooftop</i> |

**Tuesday, May 6**

- |                  |   |                      |
|------------------|---|----------------------|
| 7:30 a.m.-4 p.m. | <b>Registration</b>   | <i>Gateway Foyer</i> |
| 7:30-8 a.m.      | <b>Breakfast</b><br><i>Sponsored by MVI Facility Services</i> | <i>Gateway C</i>     |
| 8-8:30 a.m.      | <b>Welcome and Opening Remarks</b>                            |                      |

Holly Ackerman  
Associate Vice President, Global Operations  
AAAE

Carter Strothman, P.E., LEED-AP  
Vice President  
Jacobsen|Daniels

Lisa Lankford, A.A.E. *(confirmed)*  
Executive Vice President, Chief Strategy Officer  
Nashville International Airport

8:30 - 9:15 a.m.

### **Session 1: Rental Car Industry Trends**

*Hear from an executive from the rental car industry who will provide an update on the rental car industry, what is new in the business, what is important to the rental car operators, and what are the opportunities and challenges ahead for this important business operating at every commercial airport.*

Introduction: Carter Strothman, P.E., LEED-AP  
Vice President  
Jacobsen | Daniels

Speaker: Peter VanValkenburg (*confirmed*)  
Vice President, Airport Properties & Relations  
Enterprise Mobility

9:15 - 10:15 a.m.

### **Session 2: Bridging the Gap: Managing Demand Before New RAC Facilities Open**

*Managing rental car demand before facilities can be expanded is challenging, but it is a necessity at many airports where funding and/or competing projects make building or expanding rental car facilities more difficult or lower on the priority list. By employing a combination of strategies, airports and their rental car partners can work to manage rental car supply and demand effectively while working/planning for future facility.*

Moderator: Jacob Sotsky (*confirmed*)  
Vice President  
Jacobsen|Daniels

Speakers: Traci Holton (*confirmed*)  
Vice President - New Horizon  
Nashville International Airport

Dan Barton (*confirmed*)  
Vice President  
InterVISTAS Consulting

Aaron Schwarzkopf (*confirmed*)  
Director, Real Estate, Western United States  
Avis Budget Group

10:15 - 10:45 a.m.

### **Refreshment Break**

Gateway C

*Sponsored by Walter P Moore*

10:45-11:45 a.m.

### **Session 3: ConRAC Costs on the Rise: Navigating Affordability in Rental Car Facilities**

*CFC rates are increasing to levels previously thought unimaginable, in order to be able to support planned new ConRAC projects. This session will explore the issues driving this trend, from the perspectives of the airport sponsor, the rental car industry, the facility planner/architect, the facility operator, and the common use transportation operator.*

Moderator: Jim Branda (*confirmed*)  
Vice President  
Ricondo

Michael Coplon (*confirmed*)  
Director  
Ricondo

Speakers: Eric Johnson, C.M., CCIM (*confirmed*)  
Senior Vice President & Chief Revenue Officer  
Nashville International Airport

Wesley Wong, Jr. (*confirmed*)  
Chairman and Principal  
Demattei Wong Architecture, Inc.

Matt Wagener (*confirmed*)  
Director, Airport Properties and Relations  
Enterprise Mobility

11:45 - 12:45 p.m.

**Session 4: ConRAC Financing Options and Delivery**

*All airports need to manage risk and deliver value by balancing project cost, functionality, quality and passenger experience. Given an airport's specific circumstances and goals, what is the best way to do that? Design-Build? Progressive Design-Build, Construction manager at risk (CMAR)? Public-private partnership (PPP/P3)? Alliance Delivery Model? This discussion will focus on the pros and cons of each approach giving airports a framework for making these decisions.*

Moderator: Amy Barnes (*confirmed*)  
Chief Development Officer  
Conrac Solutions

Speakers: Jeff Weiner, AIA (*confirmed*)  
Executive Vice President  
PGAL

Aurora Ritter (*confirmed*)  
Manager of Airport Economic Development  
Reno-Tahoe Airport Authority

Slone Isselhard (*confirmed*)  
Associate  
Kaplan Kirsch

Tom Curtin (*confirmed*)  
Senior Policy Advisor  
Meridian Infrastructure

12:45 - 2 p.m.

**Networking Lunch**

*Sponsored by Nashville International Airport*

Gateway C

2 p.m. *Deadline for submitting questions for the Ask-a-RAC session. Deadline to sign up for BNA rental car facility walk-through.*

2-3 p.m. **Session 5: Service Center Site Operations and Major Maintenance: Planning for Long-Term Success**

*This session will focus on the critical importance of addressing operational strategies and major maintenance needs during the planning and development phases of airport facilities. Topics include how to anticipate maintenance challenges before construction begins, the benefits of involving third-party operators early in the process, and the unique considerations for smaller airports. The discussion will extend beyond traditional consolidated rental car facilities (ConRACs).*

Moderator: Payal Harrell (*confirmed*)  
Principal  
PGAL

Speakers: Maximillian Katzer (*confirmed*)  
Senior Director, Commercial Business  
Denver International Airport

Andrew Cameron (*confirmed*)  
Airport Property Manager and Real Estate Project Specialist  
Charles M. Schulz-Sonoma County Airport

Shawn Gregory, CLSSBB (*confirmed*)  
Director, CONRAC Process Improvement and Quality Systems Facility  
Manager  
MVI Field Services

Ronald (R.B.) Laurence Jr, P.E. (*confirmed*)  
Principal  
Stantec

3-4 p.m. **Session 6: Electric Vehicles in Airport and Rental Car Operations: Executing for Now, Near and Next**

*Get a primer on electrifying airports. Learn more about the NREL research project that is creating an EV planning tool for airports and what questions you should be asked. How to address grid limitations by working with utilities and getting creative. Hear what you need to know.*

Moderator: Josh Blum (*confirmed*)  
Vice President, Global Real Estate & Concessions  
The Hertz Corporation

Speakers: Jeremiah Hartley (*confirmed*)  
Airport Rental Car Manager  
Portland International Airport

Scott Anderson (*confirmed*)  
Managing Director  
Conrac Solutions Operators

Matt Cloud (*confirmed*)  
Director, Strategy Development & Electric Vehicles  
Enterprise Mobility (*confirmed*)

4-4:15 p.m.                      Networking Break    Gateway C

4:15-5 p.m.                      **Session 7: Customer Experience Innovations: Adapting to Shifts in Customer Behavior in Rental Car Facilities**  
*Whether you're developing a new CONRAC, upgrading your existing facility, or just looking to implement the current trends in customer experience, discover innovative approaches to design that integrate EV infrastructure, sustainability, and cutting-edge technologies. Learn how to balance aesthetics, functionality, and cost while planning or implementing adaptable, future-ready facilities for airports of all sizes.*

Moderator:                      Lisa Leyva (*confirmed*)  
Vice President Concessions  
Metropolitan Nashville Airport Authority

Speakers:                      Matthew Wiegand (*confirmed*)  
Director, Airport Properties and Relations  
Enterprise Mobility

Melina Fithen, USAP, C.M., MSM (*confirmed*)  
Asset Manager, Rental Car Center  
San Diego International Airport

Casey Ries, P.E. (*confirmed*)  
Chief Asset Development Officer  
Gerald R. Ford International Airport

Payal Harrell (*confirmed*)  
Principal  
PGAL

**Walk through of the BNA facility. Sign up at AAAE registration desk!**

**Wednesday, May 7**

8-8:30 a.m.                      **Registration**    Gateway Foyer

8:30-9:15 a.m.                      **Session 8: Breakfast with Industry Experts – Find Your Tribe**  
*Sponsored by Jacobs*  
*Have your specific questions answered in a small group setting. Grab your breakfast and coffee and visit the “roundtable” of your choice for conversations with industry experts, industry representatives, and colleagues at specific topic tables to discuss the most recent trends in their areas of expertise.*

Moderator:                      Carter Strothman, P.E., LEED-AP  
Vice President  
Jacobsen|Daniels

**Table 1:** BNA Airport Improvement Story – Traci Holton, *Vice President - New Horizon*, Nashville International Airport (*confirmed*)

**Table 2:** Facility Management and Options – Scott Anderson, *Managing Director*, Conrac Solutions Operators (*confirmed*)

**Table 3:** Concession and Use Agreements 101 – Jim Branda, *Vice President*, Ricondo (*confirmed*)

**Table 4:** NEPA – Environmental Issues – Margaret Martin, *Partner*, Thompson Burton, PLLC (*confirmed*)

**Table 5:** Design, Customer Service and More! – Dan Barton, *Vice President*, InterVISTAS Consulting; and Stephanie Kazanecki, *Associate Principal*, PGAL (*confirmed*)

**Table 6:** Open Discussion

9:15 - 10 a.m.

**Session 9: Peer-to-Peer Car Sharing: Impacts on Airport Revenue and Operations**

*This session examines the growing challenges peer-to-peer (P2P) car-sharing platforms like Turo pose to airports. These services often operate outside traditional agreements, bypassing concession fees and established regulations, which can undermine airport revenue streams and disrupt ground transportation ecosystems. The discussion will focus on the difficulties airports face in bringing P2P companies under contract, balancing competing interests, and addressing the impact on traditional rental car agencies. Attendees will explore the potential long-term consequences of unchecked P2P growth on airport operations and finances.*

**Moderator:** Aaron Flake, C.M., (*confirmed*)  
Director, Parking and Ground Transportation - Business Strategy  
Nashville International Airport

**Speakers:** Amy Edinger, C.M. (*confirmed*)  
Senior Vice President, Commercial Business Development  
Denver International Airport

Jeffrey Luna (*confirmed*)  
Regional Properties Director  
Avis Budget Group

Joel Feldman, C.M. (*confirmed*)  
Senior Manager, Airport Concessions  
Tampa International Airport

10-10:20 a.m.

**Refreshment Break**

Gateway C

10:20-11:05 a.m.

**Session 10: Monetizing the Curb – Protecting Your Investments**

*This session will delve into strategies for optimizing revenue from curbside operations at airports, focusing on the dynamic interplay between various stakeholders in the ground transportation sector. The discussion will examine the ongoing competition for customers,*

*highlighting partnerships between transportation network companies (TNCs), taxis, hotel shuttles, and rental car companies.*

Speaker: Scott Goldstein (*confirmed*)  
Director of Facility Planning, Programming & Architecture  
Enterprise Mobility

11:05-12:05 p.m. **Session 11: Ask-a-RAC: Airport – Rental Car Interactive Game**  
*Back by popular demand! This year's Ask a RAC will provide an interactive presentation to answer questions/hot topics posed by conference attendees.*

Moderator: Scott Goldstein (*confirmed*)  
Director of Facility Planning, Programming & Architecture  
Enterprise Mobility

Speakers: Peter VanValkenburg (*confirmed*)  
Vice President, Airport Properties & Relations  
Enterprise Mobility

Jeffrey Luna (*confirmed*)  
Regional Properties Director  
Avis Budget

Josh Blum (*confirmed*)  
Vice President, Global Real Estate & Concessions  
The Hertz Corporation

Bert Sheppard  
Director of Government & Airport Relations  
Sixt Rent a Car LLC

12:05 p.m. **Closing Remarks**

**Thank you to our Sponsors!**

**Airport Host**

Nashville International Airport

**Corporate Host**

Jacobsen|Daniels

**RAC Hosts**

Avis Budget Group (*Welcome Reception Sponsor*)  
Enterprise Mobility  
The Hertz Corporation

**Sponsors**

Conrac Solutions (*name badges*)  
MVI Facility Services (*hotel keys/day one breakfast*)  
PGAL (*Wi-Fi*)  
Sixt Rental Car LLC (*lanyards*)  
TranSystems (*photobooth*)

Jacobs (*day two breakfast*)  
Walter P Moore (*day one morning break*)