

POWERSPORTS

FINANCE SUMMIT

WEDNESDAY, OCTOBER 23

9:00 AM REGISTRATION OPENS

Sponsored by:



10:00 AM - 11:30 AM PRE-CONFERENCE WORKSHOP

Sales and Marketing Strategies to Build a Stronger Dealer Base

Sales and marketing are the cornerstones of reaching new dealer partners and expanding business opportunities. What changes can lenders make to their sales and marketing teams to capture more volume? How can you successfully communicate your value proposition to attract dealers? This workshop will examine ways to broaden your dealer network for maximum growth potential.

Presenter: Denise Presley, Director of North American Sales, ThunderRoad Financial

Moderator: Matt Wood, Associate Editor, PowerSports Finance

1:00 PM WELCOMING REMARKS

1:15 PM - 2:00 PM SESSION ONE: PRESENTATION- POWERSPORTS FINANCE INDUSTRY OUTLOOK FOR 2020 AND BEYOND

- Consumer demographics, buying preferences and originations trends
- Industry outlook by vehicle segment
- Tariff impacts on sales and production

- An inside look at changing powersports finance offerings and credit performance

Presenter: Tim Buche, President, Motorcycle Industry Council

Moderator: Erik Kolb, Executive Editor, Royal Media

2:00 PM - 2:45 PM SESSION TWO: PANEL - GROWTH OPPORTUNITIES IN POWERSPORTS FINANCE

- Product development objectives, methodologies and opportunities
- New lending program that are making a mark
- How to scout new territories and partners for business expansion

Panelist:

Jeremy Jansen, Commercial Leader Motorsports, Wells Fargo Commercial Distribution Finance

Donal Hummer, Jr., President & Chief Executive Officer, ThunderRoad Financial

Jud Chamblee, Director of Wholesale Business Development, TDECU

Moderator: Matt Wood, Associate Editor, PowerSports Finance

2:45 PM AFTERNOON BREAK

3:15 PM - 4:00 PM SESSION THREE: PANEL- USING TECHNOLOGY TO ENHANCE CUSTOMER EXPERIENCE

- Implementing chatbots and other online tools to improve customer engagement
- Using mobile technology to create additional payment channels
- Tips for increasing the ratio of applications that are decisioned automatically

Panelists:

Jason Guss, President, Roadrunner Financial

Blake Henke, Manager of Data & Analytics, Fuel Capital Group

Emre Ucer, Co-Founder & Managing Partner, MotoLease

Moderator: Marcie Belles, Vice President, PowerSports Finance

4:00 PM - 4:45 PM SESSION FOUR: PANEL- EYE ON THE FUTURE: ATTRACTING MILLENNIAL RIDERS

- Developing financing programs for consumers with limited credit histories
- Advertising to a younger demographic

- Using mobile technology to reach more consumers
- Financing lower cost models for consumers with less buying power

Panelist:

Guillermo Cornejo, Founder & Chief Executive Officer, Riders Share Inc.

Jermaine Johnson, SVP, National Strategic Account Executive, RV & Auto for Consumer Vehicle Lending, Bank of America

Kristin Shuff, Senior Vice President, LightStream

Moderator: Matt Wood, Associate Editor, PowerSports Finance

4:45 PM Cocktail Reception

THURSDAY, OCTOBER 24

8:00 AM REGISTRATION OPENS

Sponsored by:



8:00 AM - 9:00 AM BREAKFAST

9:00 AM OPENING REMARKS

9:15 AM - 9:45 AM SESSION FIVE: FIRESIDE CHAT

Sam Paschel, Chief Executive Officer of Zero Motorcycles Inc. sits down for a “fireside chat” to discuss creative growth strategies and new partnership ideas.

Moderator: Matt Wood, Associate Editor, PowerSports Finance

9:45 AM - 10:30 AM SESSION SIX: PANEL- A COMPREHENSIVE REVIEW OF VEHICLE VALUES

- Utilizing the latest segment valuations to mitigate underwriting risk

- Repossession volume trends and tips for maximizing auction returns
- Pricing expectations by model year

Panelists:

Lenny Sims, Vice President, Business Development & Strategy, NADAguides/ JD Power

Jim Woodruff, Chief Operating Officer, National Powersports Auctions

Scott Yarbrough, Editor, Black Book Official Motorcycle & Powersports Value Guide

Moderator: Marcie Belles, Vice President, PowerSports Finance

10:30 AM MORNING BREAK

Sponsored by:



11:15 AM SESSION SEVEN: LENDER-DEALER ROUNDTABLES

Join this roundtable session to discuss key issues related to lender-dealer relations and opportunities.

Roundtable Leaders:

Jud Chamblee, Business Development Manager, TDECU

Blake Henke, Manager of Data and Analytics, Fuel Capital Group

Donal Hummer Jr., President and Chief Executive Officer, ThuderRoad Financial

Robert Matt, Corporate Finance Director, iMotorsports

Neil Noble, Everyday Casual Hero (Partner), Calculated Risk Group

Emre Ucer, Managing Partner, MotoLease

Chase Vance, Regional Director of Operations, Freedom Powersports

Bradley Van Horn, Owner, Buy Your Motorcycle

Moderator: Matt Wood, Associate Editor, PowerSports Finance

12:15 PM NETWORKING LUNCHEON

1:30 PM - 2:15 PM SESSION EIGHT: PRESENTATION- BEST PRACTICES FOR FINANCING EXCELLENCE

- How to build a financing operation that rocks
- Key credit risk underwriting pitfalls to avoid
- How-to on portfolio management and analysis

Presenter: Kristi Mercier, Chief Operations Officer, ThunderRoad Financial

Moderator: Marcie Belles, Vice President, PowerSports Finance

2:15 PM AFTERNOON BREAK

2:45 PM - 3:30 PM SESSION NINE: PRESENTATION- REGULATORY COMPLIANCE UPDATE

- Implementing procedures for handling consumer disputes
- Understanding varying interpretations of the TCPA
- The latest developments at the CFBP and how it affects powersports

Presenter: David Gemperle, Partner, Nisen & Elliott LLC

Moderator: Erik Kolb, Executive Editor, Royal Media

3:30 PM - 4:15 PM SESSION TEN: PANEL - RIDING THE WAVE: CAPITALIZING ON OFF-ROAD VEHICLE GROWTH

- Crafting attractive financing programs for UTVs and ATVs
- Utilizing off-highway motorcycles as a gateway to new riders
- Assessing the risk-and benefits-of the sector

Panelists:

Ashley Cooper, Retail Finance Senior Group Manager, Yamaha Financial Services

Luc de Gaspé Beaubien, Vice President Sales and Service, Mahindra Automotive North America

Jon Vestal, Vice President, Outdoor Power Equipment, Roadrunner Financial

Moderator: Matt Wood, Associate Editor, PowerSports Finance

4:15 PM CONCLUSION
