



WATTS UNDER THE HOOD
TRANSPORTATION TRANSFORMATION

AUGUST 23-25, 2022
THE COMMONS || COLUMBUS, IN

WATTS UNDER THE HOOD

TRANSPORTATION TRANSFORMATION

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Discussion Reception

AUGUST 23, 2022

6:00 - 9:00 pm:

The Commons at 300 Washington St., Columbus, IN 47201



It's a long-standing ACT seminar staple to host our guests by offering dinner and discussion the first evening of the event. We're happy to host our guests once again at Seminar 67! A Discussion Reception will be hosted at The Commons. With an offering of lively discussion for

the benefit of our attendees. The reception will start at 6 pm ET and will be a wonderful kick-off to ACT's 67th Seminar!



"I've been coming to the ACT events for going on 20 years. ACT is what is good about this industry. It's the essence of family and whether you're competitors, peers, customers, or suppliers when you're here at the conference or at the lodge, that's all secondary. It's almost like you feel that it is "Old Home Week" which is one of the best parts about coming to ACT and one of the best parts about being in the commercial vehicle industry."

- Jason Altwies



Rental
Leasing
Logistics

GAIN



GROUND

For over 50 years, Penske has kept fleets, supply chains and businesses moving forward. From uptown to cross country and any other direction you need, our transportation and logistics solutions have you covered. Because when your business is on the line, you have everything to lose but even more to gain.

WATTS UNDER THE HOOD

TRANSPORTATION TRANSFORMATION

DAY 2 || AUGUST 24, 2022 || THE COMMONS || COLUMBUS, IN

REGISTRATION @ THE COMMONS || 7:00 AM

CONTINENTAL BREAKFAST PROVIDED



8:00 AM	<p>U.S. ECONOMIC PANEL</p> <p>Recession - will it be, or not be, that is the question: Whether 'tis nobler in the mind to suffer The slings and arrows of outrageous inflation, Or to take arms against a sea of troubling price hikes And by raising Fed Funds, end them.</p> <p>To fall asleep at the wheel no more; and by a sleep to say we end The heart-ache and the thousand unnatural oil price and food shocks That flesh is heir to: recession 'tis a consummation Devoutly to be avoided. If the expansion should die, we weep; To hope, perchance to dream—ay, there's the rub: For in that hope we wish it not a dream to find a way, To keep the expansion going and Congress and the public at bay.</p> <p>Is this Jerome Powell's FOMC soliloquy? Inflation tamed, or recession ahead? Yes, that is the question, and our economic panel will provide insights and answers.</p>	<p>PATRICK MANZI NADA, Chief Economist</p> <p>PAUL TRAUB ACT RESEARCH, Chief Economist</p> <p>MODERATOR - JIM MEIL ACT RESEARCH, Principal, Industry Analysis</p>
9:15 AM	BREAK	
9:30 AM	<p>COMMERCIAL VEHICLE SUPPLY CHAIN INSIGHTS</p> <p>Since the spring of 2021, supply chain issues have bedeviled the commercial vehicle industry. OEMs have been hard pressed to get trucks out the door and into the hands of customers over the last 18 months. Is it getting easier, staying the same, or tougher now, and will it change in the second half? Is it all semiconductors, or is there more to it, and if so, what other components cause problems? Or is it finding labor? Few are in a better position to address those issues than Paul Rosa, SVP Procurement & Fleet Planning at Penske. But it doesn't stop there. From new developments in electric trucks, to what customers want when spec'ing for safety and driver recruitment and retention, we believe Paul is one of the industry's most insightful figures, and we think you, too, will agree after you view this session.</p>	<p>PAUL ROSA PENSKE, Sr. Vice President - Procurement & Fleet Planning</p>
10:20 AM	<p>ALTERNATIVE POWERTRAIN OPPORTUNITIES</p> <p>As the commercial transportation industry continues to move toward electrification, we must consider the total environmental impact of new technologies and consider the practicality of their implementation. This session will explore new technologies in vehicle electrification and address key misconceptions in vehicle sustainability. Hear from Thomas Healy, Founder & CEO of Hylion – a leading manufacturer of electrified powertrain solutions.</p>	<p>THOMAS HEALY HYLIION, CEO</p>
11:15 AM	<p>THE LANDSCAPE OF AUTONOMOUS TRUCKING AND HOW KEY COLLABORATIONS ARE ADVANCING THE TECHNOLOGY</p> <p>Autonomous passenger vehicles are now a reality, and this technology is being tested throughout the heavy-duty trucking environment as well. The benefits of this innovation could mean gains in efficiency, safety, and helping to ease some effects of the persisting driver shortage. Hear from Waymo's Head of Commercialization for Trucking, Charlie Jatt, and J.B. Hunt's Chief Sustainability Officer, Craig Harper – two leading companies advancing this technology through their strategic collaboration.</p>	<p>CRAIG HARPER J.B. HUNT, Chief Sustainability Officer, EVP</p> <p>JOHN VERDON WAYMO, Business Development and Partnerships</p>
12:00 PM	LUNCH	

SEMINAR 67 PRESENTATIONS



Open Presentations

WATTS UNDER THE HOOD

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DAY 2 || AUGUST 24, 2022 || THE COMMONS || COLUMBUS, IN



1:00 PM	<p>DEPLOYING AUTONOMOUS TRUCKS SAFELY, QUICKLY, & BROADLY</p> <p>Alan Ghelberg, VP of Corporate Strategy at Aurora, will discuss how autonomous trucks are positioned to deliver tremendous value across the transportation industry. He'll discuss Aurora's approach to technical development and path to commercialization with the support of the industry's largest companies to deliver a premium service to carriers and fleets.</p>	<p>ALAN GHELBERG AURORA, VP Corporate Strategy</p>
1:45 PM	<p>AN OEM PERSPECTIVE ON AUTONOMOUS TECHNOLOGY</p> <p>Navistar Vice President of Autonomous Driving, Srinivas Gowda, to share an OE perspective on industry adoption of Level 4 autonomous driving. Gowda will explore the key drivers of autonomous technology adoption, the ecosystem required to support L4 autonomous driving adoption, as well as how the industry can leverage and maximize the impact of existing infrastructure like dealerships, customer facilities, service shops, and more to support L4 autonomous driving.</p>	<p>SRINIVAS GOWDA NAVISTAR, VP of Autonomous Driving</p>
2:30 PM	<p>Joint Q&A</p>	
2:45 PM	<p>BREAK</p>	
3:00 PM	<p>FLEET DECISION MAKING & PERSPECTIVE on POWERTRAINS</p> <p>The industry is rallying to combat climate change, and a range of power choices for fleets soon will be available to complement diesel like battery electric, fuel cell electric, natural gas, and hydrogen internal combustion engines. Join us for a conversation with Werner Enterprises on how they are thinking about sustainability and their powertrain choices and Cummins as they bring alternative power solutions as part of their Destination Zero strategy.</p>	<p>CHAD DITTBERNER WERNER, SVP Van/Expedited Division</p> <p>PUNEET JHAWAR CUMMINS, GM - Global Natural Gas Business</p>
3:45 PM	<p>DEALER PANEL</p> <p>More than two years after the pandemic struck, our industry is still running into roadblocks on a daily basis that try to prevent us from doing our jobs. Join our esteemed panelists to hear first-person accounts of the frustrations dealers (and their customers) face in one of, if not the most, challenging environments the commercial vehicle industry has ever experienced. With a little luck, we will see if we can get them to share insights into their creative solutions and the rewards they have reaped. We will also discuss longer-term, bigger picture lobbying and legislative efforts with the potential to make meaningful changes in our industry that are underway.</p>	<p>STEVE BASSETT GENERAL TRUCK SALES, President</p> <p>LAURA PERROTTA AMERICAN TRUCK DEALERS, President</p> <p>RUSTY RUSH RUSH ENTERPRISES, CEO</p>
5:00 PM	<p>CLOSING THOUGHTS</p>	

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AUGUST 24, 2022 || THE COMMONS || COLUMBUS, IN



Networking Dinner

AUGUST 24, 2022

6:00 - 9:00 pm:

ACT Research Office @ 4440 Middle Rd., Columbus, IN 47203

ACT's Networking Dinner is always a highlight of the seminar. Join us this evening for savory food, beer, spirits, and lots of opportunities to connect, network, and enjoy your fellow seminar attendees. Ken Vieth began this tradition at his farm more than 30 years ago. Through the years, we've enjoyed Hoosier Hospitality at the "Farm," at Kenny Vieth's "Barn", and at ACT's "Garage" and "Lodge". After a long day of learning, join us for some food and fellowship at the ACT Networking Dinner to relax and reconnect.



Zero to Zero

Shorten the long haul to DestinationZero™

Destination Zero™ is Cummins' strategy to go further, faster to reduce the greenhouse gas and air quality impacts of its products in a way that is best for its customers and all stakeholders and reach net-zero emissions by 2050.

Engine-based solutions, like the new X15N (part of Cummins' new fuel agnostic platform, which also includes Hydrogen and more-efficient diesel) will play an important role, along with technologies like battery electric fuel cell electric.





RIDE ALONG

WHERE: 4440 MIDDLE RD., COLUMBUS, IN 47203

WHEN: WEDNESDAY, AUGUST 24, 2022

TIME: 6 - 8PM ET

WANT A CLOSER LOOK AT WATTS UNDER THE HOOD AT ACT'S SEMINAR 67? THEN DON'T MISS YOUR CHANCE TO PARTICIPATE IN A *RIDE ALONG* FEATURING HYLIION'S HYPERTRUCK ERX- AN ELECTRIC DRIVETRAIN CLASS 8 TRUCK THAT RECHARGES ITSELF BY EFFICIENT EN-ROUTE CHARGING. TAKING PLACE IN CONJUNCTION WITH ACT'S LODGE DINNER, THE RIDE ALONG WILL BE HELD FROM 6 - 8 PM AND GIVE YOU AN OPPORTUNITY TO SEE THE TECHNOLOGY FIRSTHAND THAT THOMAS HEALY PRESENTED EARLIER IN THE DAY.



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DAY 3 || AUGUST 25, 2022 || THE COMMONS || COLUMBUS, IN

DOORS OPEN @ THE COMMONS || 7:00 AM
CONTINENTAL BREAKFAST PROVIDED



8:00 AM	<p>USED TRUCK MARKET UPDATE</p> <p>What difference does a year make? In this two-part session, we will have the opportunity to hear from last fall's guest presenter to get a consistent, updated viewpoint of his used truck market analysis and expectations. As part of this topic, we will cover our current market overview and opine on where the used truck market is likely headed in the not too distant future and the causes that are behind the market move.</p>	<p>STEVE OLIVER TAYLOR & MARTIN, National Director of Sales</p> <p>STEVE TAM ACT RESEARCH, Vice President</p>
8:45 AM	<p>FREIGHT & TRANSPORTATION UPDATE & FORECAST</p> <p>Freight markets are experiencing extraordinary cyclicality. The tight environment of 2020 and 2021 has shifted sharply looser this year amid a strong recovery in capacity and lower goods demand. We'll explore economic fundamentals in the trucking industry, provide forecasts for freight rates and fleet financial performance, and discuss implications for equipment demand.</p>	<p>TIM DENOYER ACT RESEARCH, VP & Sr. Analyst</p>
9:15 AM	<p>BREAK</p>	
9:30 AM	<p>CLASS 8 UPDATE & FORECAST</p> <p>The Class 8 market enters the current economic, freight and rate downturn in a unique situation: Because of supply disruptions cycle-to-date, the industry enters the downturn with pent-up demand rather than being significantly overcapacitized with new equipment. We will examine the factors surrounding the near-term outlook that suggest a moderate cyclical trough despite the corrosive effects of worst-in-40-years inflation. In addition to unique near-term circumstance, we will also examine the potential for market disruptions stemming from CARB and (pending) EPA emissions regulations that are likely to drive material market disrupting prebuys through the forecast period.</p>	<p>KENNY VIETH ACT RESEARCH, President & Sr. Analyst</p> <p>ERIC CRAWFORD ACT RESEARCH, Vice President & Sr. Analyst</p>
10:15 AM	<p>US TRAILER MARKET REVIEW & FORECAST: WHERE WE ARE NOW, AND WHERE WE'RE HEADED</p> <p>With US trailer backlog extending into 2023, what do we expect for the remainder of 2022? With ever-higher interest rate increases and recession concerns, what do we think is in store for 2023 trailer demand and production? We offer our take on how pent-up demand, supply chain issues, and potential recession impact the trailer markets over the course of 2022-2024.</p>	<p>ERIC CRAWFORD ACT RESEARCH, Vice President & Sr. Analyst</p> <p>JENNIFER MCNEALY ACT RESEARCH, Director, CV Market Research & Publications</p>
10:45 AM	<p>MEDIUM DUTY MARKET UPDATE</p> <p>Traditionally the more stable of the commercial vehicle markets, the more volatile the MD segment appears to be in the cycle. In addition, Classes 5-7 and Class 8 cycles tend to correspond; however, they seem to be uncoupling at the moment. During this session, we will review the current, where it is likely headed in the coming few years and drill down into why it is behaving differently this time around.</p>	<p>STEVE TAM ACT RESEARCH, Vice President</p>
11:15 AM	<p>JOINT Q&A FOLLOWED BY CLOSING THOUGHTS WITH ACT STAFF</p>	
NOON	<p>LUNCH Served at Zaharako's Ice Cream Parlor, across the street from The Commons.</p>	

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AUGUST 25, 2022 || THE COMMONS || COLUMBUS, IN



Lunch

August 25, 2022

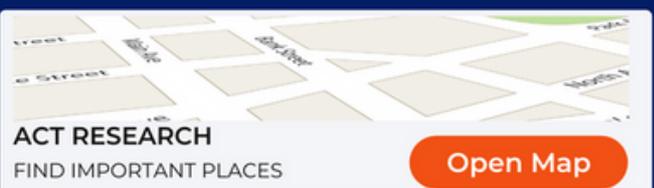
12:00 pm - Lunch @ Zaharakos Ice Cream Parlor

Don't rush off! ACT will host our guests for lunch at Zaharakos Ice Cream Parlor on the event's final day. Join other guests and the team of ACT Research for a casual lunch at this historic, old-fashioned ice cream parlor, complete with soda fountains, 100-year old musical organs, and a candy museum.

Zaharakos Ice Cream Parlor:
329 Washington St.
Columbus, IN 47201
(Across the street from The Commons)



NEED DIRECTIONS?



HINO 

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A Toyota Group Company



**ZERO DIESEL.
ZERO EMISSIONS.
ZERO COMPROMISE.**

**HINO TRUCKS PROJECT Z ADVANCES HINO'S
ENVIRONMENTAL LEADERSHIP POSITION.**

Project Z represents the development path to zero emission vehicles (ZEV) for Hino Trucks class 4-8 commercial vehicles. Visit [Hino.com](https://www.hino.com) to learn more about Project Z battery electric and fuel cell innovations coming to life.



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TRANSPORTATION TRANSFORMATION

WHAT'S HAPPENING AT ACT?



CHARGING FORWARD

NOW ONBOARDING MULTI-CLIENT PARTICIPANTS FOR THE THIRD EDITION OF *CHARGING FORWARD*

PROJECT COVERAGE:

BATTERY, FUEL CELL, NATURAL GAS, H2 ICE, AND GASOLINE.

PROJECT SIGN-ON:

AUGUST 23, 2022 - JANUARY 15, 2023

PROJECT COMPLETION:

JULY 2023

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- EXECUTIVE SUMMARY PRESENTATION DECK

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WATTS UNDER THE HOOD

TRANSPORTATION TRANSFORMATION



SPEAKER & STAFF BIOS



Steve Bassett
President
General Truck Sales

Steve Bassett is a second-generation Dealer Principal with three franchised dealership locations in Indiana and Ohio. He represents the Volvo, Mack, Hino, and Isuzu brands and employs 160 people at his operation's three locations.

Steve is a four-time winner of Volvo Truck's Dealer of the Year award for North America and was a member of the Volvo Truck Dealer Council for 15+ years serving two years as its chairman. He went on to represent the Volvo Truck dealer network as its Line Representative for the American Truck Dealers Association which represents 1,800 franchised commercial truck dealers in the US. He is currently ATD's Past Chairman after serving a two-year term as its chairman.



Eric Crawford
Vice President, Sr. Analyst
ACT Research Co.

Eric joined ACT in April 2022, after spending fourteen years in investment research. Eric was an equity research analyst with UBS for 11 years, focused primarily on the machinery and engineering, and construction industries. His investment experience also includes three years as a portfolio manager with the hedge fund Copernican Capital. Eric's primary roles at ACT are analyzing and forecasting demand for heavy-duty trucks and trailers.

Eric is a graduate of Trinity College (BA '99), the University of Notre Dame (MBA '08), and is a CFA charter holder.



Tim Denoyer
Vice President and Sr. Analyst
ACT Research Co.

Tim joined ACT in August 2017, after spending fifteen years in equity research focused primarily on the transportation, machinery, and automotive industries. In addition to his roles analyzing commercial vehicle demand and alternative powertrain development (i.e. electrification), Tim is the lead analyst in ACT's transportation research effort and the primary author of the ACT Freight Forecast, U.S. Rate, and Volume Outlook. This service leverages ACT's expertise in the supply side economics of transportation and draws upon Tim's background as an investment analyst. Tim was a co-founder of Wolfe Research, one of the leading equity research firms in the investment industry. While with Wolfe, Tim was recognized in Institutional Investor's survey of investors as a Rising Star analyst in both the machinery and auto sectors. His investment experience also includes responsibility for covering the industrial sector of the equity markets, most prominently with leading hedge fund Balyasny Asset Management.



Chad Dittberner
Sr. Vice President Van/Expedited Division
Werner

Chad Dittberner is the Senior Vice President of Van and Expedited Services at Werner Enterprises. Dittberner has more than 28 years of experience at Werner, currently overseeing office associates and professional drivers encompassing Werner's Van and Expedited Services. His leadership role during Werner's integration into the Canadian market helped shape its position as an industry leader, and he also played an integral part in growing Werner's dedicated fleet operations network into one of the largest in the country.

Dittberner plays a key role in Werner's Innovation Committee, an associate-driven committee dedicated to finding ways to improve truck efficiencies and continually review the evolving world of transportation technology. In addition to his corporate responsibilities, Dittberner is a member of multiple Innovation Councils, where he works alongside other industry leaders to help create sustainable solutions for trucks.

He graduated from the University of Nebraska at Omaha in 1994 with a degree in business management.

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SPEAKER & STAFF BIOS



Alan Ghelberg
VP, Corporate Strategy
Aurora

Alan Ghelberg is Vice President of Corporate Strategy at Aurora, the company focused on delivering the benefits of self-driving technology safely, quickly, and broadly. In this role, Alan helps develop the company's go-to-market strategy for both Aurora Horizon, its autonomous truck product, and Aurora Connect, its autonomous ride-hailing product.

Prior to joining Aurora, Alan was a growth and private equity investor at General Atlantic and Berkshire Partners. Alan's investment focus was on the technology, consumer, and telecom sectors. He began his career as a management consultant at Bain & Company.

Alan holds an MBA from Harvard Business School, and a BS from Yale in Economics and Electrical Engineering. He has served on the Boards of Directors of PeerForward, a non-profit focused on connecting low-income youth to college and career opportunities, and Boston Preparatory Charter School.



Srinivas Gowda
VP of Autonomous Driving
Navistar

Srinivas Gowda is Vice President of Autonomous Driving of Navistar, Inc. In this role, he is responsible for managing Navistar's relationship with autonomous technology partners, delivery of the technology, and advancing the company's overall autonomous strategy.

Prior to this role, Gowda has served in key strategic roles such as Head of Safety at Nuro.AI, Vice President of Autonomous Driving, and ADAS for Karma Automotive, to mention a couple. Gowda has successfully developed and delivered a companywide strategy for ADAS technology with a clear focus on the safety and security of vehicles built for Future Mobility concepts ranging from L1-L4 SAE standards.

Gowda has built a successful career in the automotive industry spanning more than 15 years, with contributions to numerous projects relating to vehicle safety technology and equipment. Throughout his career, Gowda has developed processes, programs, equipment, and technology that have improved the overall functionality of a vehicle's ADAS/AD system and ultimately improved vehicle safety, adaptiveness, and responsiveness.

Gowda attended VTU (Visvesvaraya Technology University) in Bangalore, India where he received his bachelor's degree of engineering in electronics and communication and went on to earn his master's degree in engineering business management from the University of Warwick in Coventry, UK.



Craig Harper
Chief Sustainability Officer, EVP
J.B. Hunt

Craig Harper is the Chief Sustainability Officer and Executive Vice President at J.B. Hunt Transport Services, Inc. He joined the company in 1992 as Vice President of Special Commodities and, after five years, was appointed to the role of Chief Operations Officer. In 2020, Craig was named Chief Sustainability Officer.

In his role, Craig is responsible for leading the company's sustainability efforts including initiatives involving electric and autonomous vehicles and other emerging technologies. He also leads driver hiring, orientation, and safety programs, as well as fuel purchasing for the company.

Craig serves on the board of the Blockchain in Transport Alliance Standards Council, the Alliance for Driver Safety & Security, and the Arkansas Trucking Association.

Craig is a graduate of the University of Arkansas with a Bachelor of Arts in Chemistry and continued his education at the University of Tennessee where he earned a Doctor of Dental Surgery.

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SPEAKER & STAFF BIOS



Thomas Healy
Founder & CEO
Hyllion

Thomas Healy is the Founder and CEO of Hyllion, a provider of electrified powertrain solutions for the commercial transportation industry. A leader in the global fight against climate change, Hyllion delivers solutions that negate carbon emissions without sacrificing performance. Named one of Forbes' "30 under 30," Healy took Hyllion public in October of 2020 and has raised over \$700 million to date.

A serial entrepreneur, Healy founded two start-ups prior to Hyllion and holds five secured automotive device patents.



Puneet Jhavar
GM - Global Natural Gas Business
Cummins

Puneet Singh Jhavar is the General Manager of the global natural gas business for Cummins Inc. In this role, he is responsible for the global natural gas business, including product vision, competitive positioning, financial management, and overall performance of the natural gas business across global markets.

Over his 14-year career at Cummins, Jhavar has extensive global work experience, with roles based in the Middle East, India, Europe, and the US. Jhavar has implemented important new programs for Cummins, including the introduction of the Cummins fuel system on the B-platform for the first time.

Before joining Cummins, Jhavar held roles with Ingersoll Rand, MAN Diesel & Turbo Ltd. in India and the UK.

Jhavar holds a bachelor's degree in Mechanical Engineering from Punjab Technical University in India and an MBA from the University of Leeds in the UK. He is also actively involved in guest lectures at universities and in the education sector.



Patrick Manzi
Chief Economist
NADA

Patrick Manzi is NADA's Chief Economist. In this role, Patrick works with both NADA as well the American Truck Dealers (ATD), a division of NADA. Patrick regularly speaks to various audiences about the auto industry and is responsible for many of the association's monthly and annual economic reports including NADA Data and ATD Data.

Prior to joining NADA, Patrick was a graduate research assistant at the West Virginia University Bureau of Business and Economic Research.

A native West Virginian, Patrick received both his undergraduate and doctorate degrees in Economics from West Virginia University. Patrick currently resides in Arlington, VA.



Ian McGriff
VP of Marketing, Business Development
ACT Research Co.

After graduating from Wabash College in 2006, Ian spent 8 years in the fitness industry as the head trainer at a Columbus-area fitness center. He then transitioned to a digital marketing agency where he spent 4 years as the Director of Digital Marketing Sales.

In this role, Ian leverages years of experience in marketing, business development, and technology to provide high-level strategic growth and lead new initiatives.

Ian is married and has two daughters who, fortunately, take after their mother.

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SPEAKER & STAFF BIOS



Jennifer McNealy
Director, CV Market Research & Publications
ACT Research Co.

Jennifer currently serves as ACT's Director, CV Market Research and Publications. In this role, she coordinates monthly and quarterly publication production and distribution, serves as media liaison, and researches/analyzes the Canadian macro-economic and alternative fuel adoption in North American CV markets.

She joined ACT Research in September 2011, and has served in numerous roles, including Office Manager, Research Analyst, and Senior Research Manager and Analyst.

Getting an advanced degree was always a goal for her and in 2000, Jennifer earned her M.S.M. from Indiana Wesleyan University, taking evening classes to make this dream a reality. After receiving her B.A. from Hanover College in Communication and History, Jennifer began an eight-year career in the travel and tourism industry. Additionally, she spent 13 years as a member of the local and regional media industry, where she worked in both print and radio formats, serving as a radio broadcaster, community/local government news reporter, and special programming producer. After serving in various roles, including new technology graphic designer and pre-press technician, she concluded her work in print media as Graphic Design Department Manager for a regional Indiana newspaper.



Jim Meil
Principal, Industry Analysis
ACT Research Co.

Jim joined ACT in June 2014. He is well known in the commercial vehicle industry and the broader transportation community for his analytics, his insights, and imaginative, yet down-to-earth management presentations.

Jim previously was Vice President and Chief Economist with Eaton, a position he held since 1996. He retired from Eaton after a 29-year career there, serving various roles in planning, treasury, and economics functions. Prior to joining Eaton, Jim had held consulting and management positions with Chase Econometrics and with Burroughs Corporation.

Jim holds an MBA in finance and a BA (honors) in economics from the University of Chicago. He has served on the Board of Directors of the National Association for Business Economics and has won recognition from both the Wall Street Journal and USA Today for top economic outlook from their respective panels of 50 economics forecasters.



Steve Oliver
National Director of Sales
Taylor and Martin Auctioneers

Steve Oliver has been the National Director of Sales for Taylor and Martin Auctioneers since 2017. Steve works with a sales team that generates over \$350 million in transportation truck and trailer sales, at 50 live consignment and dispersal auctions annually. Prior to working for Taylor and Martin, Steve spent the bulk of his career in the auto dealership space, most recently as a General Manager for a large dealer group in Omaha, NE.

Taylor and Martin is an employee owned auction, remarketing, appraisal, and consulting company based in Fremont, NE. Taylor and Martin counts some of the country's largest fleets, dealer groups, and transportation lenders as customers in both the auction and appraisal sides of the business. In business since 1935, Taylor and Martin is dedicated exclusively to the transportation equipment business.

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SPEAKER & STAFF BIOS



Laura Perrotta
President
American Truck Dealers

Laura is President of the American Truck Dealers (ATD), a division of the National Automobile Dealers Association (NADA). ATD provides programs and services to this highly specialized segment of its membership. ATD represents more than 1,800 franchised medium- and heavy-duty truck dealers holding nearly 3,000 separate franchises, domestic and import.

Previously, Laura served as President and CEO of the American Highway Users Alliance, a nonprofit 501 (c)(6) advocacy organization serving as the united voice of the transportation community promoting safe, uncongested highways and enhanced freedom of mobility.

Laura has worked in the association world for the past nineteen years. Prior to running the Highway Users, Laura was the Senior Director of Legislative Affairs for the National Automobile Dealers Association (NADA). There she handled financial services, transportation, truck, and safety issues.

Before working for the dealers, she served as Director of Government Relations at the American Traffic Safety Services Association (ATSSA), where she ran the organization's lobbying shop, served as PAC Treasurer, and focused on transportation safety issues.



Paul Rosa
Senior Vice President - Procurement and Fleet Planning
Penske

Paul Rosa is Senior Vice President of Procurement and Fleet Planning for Penske Truck Leasing, responsible for all vehicle and non-vehicle purchases, including asset management, supplier relations, residuals management, and fleet planning activities for a company fleet of over 370,000 vehicles.

Rosa's career at Penske has spanned three decades, and he has accrued over 35 years of experience in the transportation industry.

He joined the company as District Rental Manager in Hartford, Conn., in 1993. Rosa then progressed through the roles of Area Rental Manager in New England, Manager of Consumer Rental, Quality Black Belt, Quality Master Black Belt, Manager of Commercial Rental, Director of Vehicle Planning, and Vice President of Vehicle Supply & Planning. He was named Senior Vice President of Procurement and Fleet Planning in 2014.



Ann Rundle
Vice President, Electrification & Autonomy
ACT Research Co.

Ann Rundle's career has been focused in the transportation industries, since her early years as an engineer in the marine industry. Rundle transitioned to Strategic Planning and Business Development roles in Automotive and Commercial Vehicles after completing her MBA. Ann was with Eaton Corporation for 20-years, with senior leadership roles as Director of Business Development for the Automotive group, and Global Customer Sales Director for General Motors and FIAT group (including IVECO, CNH & Ferrari). Rundle left Eaton to join a small R&D start-up focused on advanced Li-ion battery technologies, and from there transitioned into independent consulting projects focused on developing growth strategies for new technologies, primarily in industrial and commercial vehicle markets. Most recently, Ann was with FIAT-Chrysler Automobiles (FCA) and headed up their global Strategy & Planning for electrified vehicles, including hybrids, plug-in hybrids, battery electric, and fuel cell vehicles for both automotive and commercial vehicle applications.

Rundle holds a BSE in Naval Architecture & Marine Engineering from University of Michigan and an MBA from San Diego State University. Ann is a Director/Trustee of the Chicago Yacht Club Foundation and leads their After-school Education programs and the Grants & Scholarships committee.

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SPEAKER & STAFF BIOS



Rusty Rush
CEO
Rush Enterprises

W.M. "Rusty" Rush is the Chairman, Chief Executive Officer and President of Rush Enterprises, Inc., which owns and operates Rush Truck Centers, the largest network of commercial vehicle dealerships in North America, with more than 150 locations in 23 states and Ontario, Canada. These vehicle centers represent truck and bus manufacturers including Peterbilt, International, Hino, Isuzu, Ford, IC Bus, and Blue Bird. They offer sales of new and used vehicles and aftermarket parts, service and body shop operations, financing, insurance, leasing and rental as well as CNG fuel systems, telematics products and other technologies, up-fitting, chrome accessories and tires. Rush has served as President of Rush Enterprises since 1995, Chief Executive Officer since 2006 and Chairman of the Board since 2013. Rush began with Rush Enterprises in 1975 and has worked in virtually all areas of commercial vehicle dealerships during his tenure. He previously served as Vice President and Executive Vice President of the company from 1990 until 1995 when he began his service as President of the company. He has overseen all day-to-day operations of the company since 1996, when he was named Chief Operating Officer, a role he held until being named Chief Executive Officer in 2006.



Steve Tam
Vice President & Analyst
ACT Research Co.

As Vice President at ACT Research, Steve Tam is one of two principal commercial vehicle market analysts. Since being promoted to his current position in October 2008, he was appointed to the Board of Directors and became a Managing Member of ACT Research in September 2016. He also leads the used truck market efforts for ACT. Other responsibilities include project and database management, and collection, analysis, and reporting of specialty data series. In addition to being frequently sought after as a guest speaker at industry events and giving presentations to private companies, you will often see him quoted in industry publications, newspapers, and business periodicals.

A graduate of Indiana University, Steve has also served in the military and spent time in various accounting positions at two Fortune 500 companies before joining ACT Research in 2000. He has been involved in the commercial vehicle industry since 1993 and has been vital to the growth of ACT Research over the years.



Paul Traub
Chief Economist
ACT Research Co.

Paul Traub (BBA, MBA) currently holds the position of Chief Economist for ACT Research. Prior to joining ACT in 2021, Traub spent 10 years as Senior Business Economist at the Detroit branch of the Federal Reserve Bank of Chicago, and for 25 years worked at Chrysler, ending his tenure there as Chief Economist.

Traub is currently a member of the National Association of Business Economists and the Detroit Economic Club, is on advisory boards for Oakland University School of Business Administration and the Department of Economics, and has served as an adjunct faculty member at Oakland University in the School of Business. At the Fed, Traub was co-creator of the Federal Reserve Bank of Chicago's Detroit Economic Activity Index and a frequent contributor to the Midwest Economy and Michigan Economy blogs. He holds a BBA from the University of Michigan-Dearborn and an MBA from Oakland University.

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SPEAKER & STAFF BIOS



John Verdon
Business Development and Partnerships
Waymo

John Verdon is the Trucking Lead for Business Development & Partnerships at Waymo, an autonomous driving technology company with a mission to make it safe and easy for people and things to get where they're going. In his role, John leads and executes business development and partnerships strategy for Waymo Via trucking. Prior to Waymo, John was the Head of Partnerships at KeepTruckin, where he led a team of BD, partner management, sales and operations professionals responsible for executing, scaling, and successfully managing strategic business agreements with Fortune 500 companies. Before that, he spent a decade in financial services, including BD, risk consulting, and government bond trading. An experienced business development professional and team builder, John is focused on accelerating innovation and growth via strategic partnerships, and his major strengths include building partner ecosystems (including ISV, OEM, VAR and Retail), identifying joint product solutions, and defining strategy. He also has extensive relationships within, and deep knowledge of, the transportation and logistics segment. John holds a BSc in Economics from the London School of Economics and Political Science.



Kenny Vieth
President & Senior Analyst
ACT Research Co.

After graduating from Southern Illinois University, Vieth spent six years in city government and education before joining ACT Research in 1991. Vieth became a partner in 2000 and was named President in 2010. Kenny oversees commercial vehicle analysis and forecasting at ACT. In his capacity as the principal heavy vehicle market analyst, Vieth has become an advisor to OEMs, suppliers, Wall Street and the Federal Reserve, for whom he is a frequent contributor to the Beige Book report.

In 2008, Vieth cemented a partnership with China's State Information Center to provide forecasts to Western companies interested in understanding commercial vehicle demand trends in China.

Consulting Economist to the National Private Truck Council 2012 (selected position)

Chicago Federal Reserve's Annual Automotive Outlook Symposium Consensus Forecast Top Forecaster 2014



Lydia Vieth
Research Analyst, Electrification & Autonomy
ACT Research Co.

Lydia joined ACT in June 2021 as a Research Analyst, focusing on electrification and autonomy.

Prior to joining ACT, she spent time as a paralegal before working at an energy management SaaS company. Her graduate school research focused on energy policy and battery arbitrage opportunity in the midwest power markets.

Lydia holds a BA in Political Science and MS in Global Affairs with a concentration on energy and environmental policy from New York University. She lives in Brooklyn, NY.

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Mark	Amman	Director of Finance	Nelson Global Products
Irina	Baciu	Salesforce Business Analyst	Mitsubishi HC Capital America
Behnam	Bahrami	Demand Planning Manager	Cummins Inc.
Blair	Barlow	Director	Lime Rock New Energy
Steve	Bassett	President	General Truck Sales
Paula	Bejarano	Director, Autonomous Vehicles	Navistar
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Gerry	Blanchet	Business Development Manager	Senior Flexonics
Cory	Bogler	Lead Business Development Partner	Hyundai Translead
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Jason	Cantu	Product Manager	Tramec Sloan
Nubia	Cardenas	Sales Manager	Macion Struc
James	Carson	National Director of Business Development	Compass Equipment Finance
Tim	Caswell	Global Sales Director	Nelson Global Products
Sebastien	Chu Ti	Markets and Strategy Analyst	Senior PLC
Suzanne	Claypoole	Director - Digital Experience Planning & Administration	Penske Truck Leasing
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Josh	Fisher	Executive Editor	FleetOwner
Michael	Fisher	GM, Commercial Vehicles	Fisher Dynamics
Steven	Fisher	Managing Director	UBS
Dave	Fluharty	Consulting Statistician	ACT Research Co.
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Darrell	Johnson	Credit Manager	Quality Leasing
Chris	Johnson	Analyst	Cleveland Research
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Brett	Lindsay	Vice President, Sales	Clean Energy
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Frank	Maly	Retired	ACT Research Co.
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Spencer	Nielsen	Associate	Barclays
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Edward	Parker	Business Development Manager	Hitachi Environmental
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Mike	Roeth	Executive Director	NACFE
Paul	Rosa	Senior Vice President - Procurement & Fleet Planning	Penske
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Jerry	Vest	Director Market Planning	TTX Company
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Lydia	Vieth	Research Analyst Electrification & Autonomy	ACT Research Co.
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