



Agenda

(as of 3/18/26, subject to change)

Greenville, S.C. | Hyatt Regency Greenville

MONDAY, MARCH 23

3-4:30 p.m. Rolling Tour of new GSP ConRAC facility
*Set the tone for this year's RAC workshop! You'll have the opportunity to experience Greenville-Spartanburg International Airport's new state-of-the-art Consolidated Rental Car Facility (ConRAC), which opened in December 2025. This \$97 million project, built as part of Parking Garage C, will feature a five-level structure with 750 public parking spaces and 750 ready-return rental car spaces, as well as a centralized customer service lobby and transaction counters. The lower levels include Quick Turn-Around facilities for fueling, washing, and servicing vehicles, while upper levels incorporate public parking enhanced by smart Park Assist technology. Designed by LS3P and constructed by Brasfield & Gorrie, the facility is operated by Conrac Solutions under a multi-year contract. **Tours will start between 3 p.m. and 4 p.m. and run at 20-minute intervals concluding by 4:30 p.m., with additional on-demand opportunities supported as available by Conrac Solutions staff for those who arrive outside the official start times. GSP will provide storage space for bags for those attending the tour upon arrival in Greenville.***

4:30-6 p.m. Registration

5:30-6:30 p.m. Welcome Reception
Sponsored by Avis Budget Group

TUESDAY, MARCH 24

7:30 a.m.-4 p.m. Registration

7:30-8 a.m. Breakfast
Sponsored by MVI Facility Services

8-8:20 a.m. Welcome and Opening Remarks
Holly Ackerman
Associate Vice President, Global Operations
AAAE

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

Kevin Howell, C.M., I.A.P.
President and CEO
Greenville-Spartanburg International Airport

8:20-9:05 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: Jeffrey Luna
Vice President, Real Estate
Avis Budget Group

**9:05-10:05 a.m. Session 2: The ConRAC of the Future – 2035 and Beyond
Sponsored by Paslay Group**

This forward-looking session will examine how designers and planners envision consolidated rental car facilities evolving over the next 10–30 years. Presenters will highlight how programming, analytics, and emerging technologies are influencing design scope and shaping facilities that balance efficiency, sustainability, and customer expectations.

Moderator: Justin Ritter
Associate Principal
Paslay Group

Speakers: Traci Holton
Vice President, New Horizon
Nashville International Airport

Payal Harrell
Principal
PGAL

Scott Goldstein
Director of Facility Planning, Programming & Architecture
Enterprise Mobility

10:05-10:20 a.m. Refreshment Break
Sponsored by Walter P Moore

10:20-11:20 a.m. Session 3: Contracts and Agreements – What Works and What Doesn't
Explore the critical elements of rental car agreements, successful case studies from airports of varying sizes, and strategies to strengthen partnerships. Hear about lessons learned on what drives effective agreements, where common pitfalls occur, and how airports and rental car companies can collaborate more productively to achieve win-win outcomes.

Moderator: Deven Judd, A.A.E., IAP
VP/Chief Commercial Officer
Greenville-Spartanburg Airport District

Speakers: Jim Boucher
Vice President, Global Corporate Real Estate
Hertz

Mardi Mendenhall
Airport Property and Contracts Coordinator
Boise International Airport

Margaret Martin
Partner
Thompson Burton

11:20 a.m.-12:30 p.m. Session 4: ConRAC Maintenance Strategies – Balancing Costs, Sustainability, and Long-Term Value
Discover how airports and rental car operators can make design, construction, and preventive maintenance decisions that yield long-term savings while advancing sustainability goals. This session will explore strategies for anticipating maintenance challenges early, allocating resources effectively, and adopting best practices that extend facility life, reduce lifecycle costs, and maximize operational efficiency.

Moderator: Miriam L'Engle
Director, Capital Programs & Infrastructure
Jacobsen|Daniels

Speakers: Melina Fithen, USAP, C.M.
Asset Manager Rental Car Center
San Diego International Airport

Scott Anderson
Managing Director
CS Operators

R.B. Laurence
Principal
Stantec

Doug Steen
Vice President
GFT

12:30-1:45 p.m. Networking Lunch
Sponsored by GFT

1:45-2:45 p.m. Session 5: Understanding CFCs – Financing and Economic Outlook

An in-depth look at Customer Facility Charges (CFCs), what they can fund, and the trends shaping their future. The discussion will cover financing strategies, economic outlooks, and how airports can effectively leverage CFCs to support rental car facilities and long-term capital planning.

Moderator: Nora Richardson
Director
Frasca & Associates, LLC

Speakers: Thomas Brooks, CPA
Vice President/Chief Financial Officer
Greenville-Spartanburg Airport District

Sharon Sarmiento
Principal and Senior Vice President
Unison Consulting

Peter VanValkenburg
Vice President - Airport Property & Relations
Enterprise Mobility

2:45-3:45 p.m. Session 6: Planning for and Executing Peaks

Explore strategies for managing demand surges during major events and peak travel periods through stronger airport-RAC collaboration, efficient use of close-in storage facilities, and coordinated operational planning. Insights will focus on balancing customer service with logistical challenges while minimizing congestion and delays.

Moderator: Cody Bauman, A.A.E.
Chief Operating Officer
Greenville-Spartanburg Airport District

Speakers: Travis Crilly, A.A.E
Vice President, Commercial Development
Blue Grass Airport

Matt Wiegand
Senior Manager of Facility Planning & Programming
Enterprise Mobility

Camilla Tafuna
Vice President
CS Operators

3:45-4 p.m. Networking Break
Sponsored by KLH Engineers

4-5 p.m. **Session 7: RAC Customer Service 101 – Raising the Bar Across the Industry**
Focused on elevating the rental car customer experience, this session emphasizes training, consistency, and clear communication as the foundation for stronger service standards. Real-world insights will highlight how airports and RACs can work together to deliver a smoother, more reliable passenger journey.

Moderator: Kurt Schwager
Chief Development Officer
Jacobsen|Daniels

Speakers: Sharon McCloskey
Vice President, Customer Experience
Dallas Fort Worth International Airport

Tom Cizauskas, A.A.E.
Business Administration Manager
Gerald R. Ford International Airport Authority

Jeffrey Luna
Vice President, Real Estate
Avis Budget Group, Inc.

WEDNESDAY, MARCH 25

8-8:30 a.m. **Continental Breakfast**
Sponsored by CBRE

8:30-9:30 a.m. **Lightning Round Discussions** (10 minutes each with time for presenter transition) - Q&A after each round from central microphones in meeting room.

Moderators: Carter Strothman and Miriam L'Engle

1. Data Benchmarking and Analytics

Exploring how airports and RACs can standardize reporting, benchmark facility costs and revenues, and apply analytics to forecast demand more accurately.

Presenter: Shawn Gregory
Director – ConRAC Operations and Operational Excellence
MVI Services

2. Preparing for Autonomous Vehicles

A forward-looking look at how autonomous rental vehicles could reshape facility design, operations, and customer service, and what steps airports can take today to prepare.

Presenter: Jeff Weiner
Executive Vice President
PGAL

3. Curbside Congestion and Traffic Management

Quick-hit strategies to address congestion in rental car pickup and drop-off areas, improve circulation, and enhance wayfinding to keep customers moving smoothly.

Presenter: Kelli Pledger
Senior Project Associate Vice President
GFT

4. Workforce Development and Labor Challenges

Highlighting approaches to address staffing shortages, training needs, and workforce resilience in RAC operations as airports adapt to evolving industry demands.

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

9:30-10:15 a.m. Session 8: Technology Innovations and their impact on the Customer Experience
Discover how technological advances in transactions, autonomous transportation, and AI inspections are transforming RAC operations. The discussion will highlight how airports and rental car operators can leverage technology to streamline processes, enhance efficiency, and meet evolving customer expectations.

Moderator: Jacob Sotsky
Senior Vice President | Aviation Services
Jacobsen|Daniels

Speakers: Melanie Richardson
Airport Property & Relations Director
Enterprise Mobility

Daphna Meroz
Vice President, Car Rental Solutions
UVeye

Brian Gettinger, PE
SVP of Growth, Americas
Glydways

10:15-10:30 a.m. Refreshment Break

10:30-11:20 a.m. Session 9: Financial Resilience – Navigating Economic Shifts

Examine how airports and rental car companies are adapting to the financial pressures of inflation, the rise of transportation network companies (TNCs), and evolving traveler preferences. The discussion will highlight strategies to maintain resilience, and plan for long-term stability in a rapidly changing economic landscape.

Moderator: Michael Coplon
Director
Ricondo

Speakers: Jeremiah Hartley
Airport Rental Car Manager
Portland International Airport

Maximillian Katzer
Senior Director - Commercial Business
Denver International Airport

Peter VanValkenburg
Vice President - Airport Property & Relations
Enterprise Mobility

11:20-12 p.m. Session 10: Ask a RAC: Airport – Rental Car Interactive Game

Take part in a fast-paced, game-style session using your phone to respond to RAC-related questions. Audience input will set the stage as RAC executives weigh in, creating an engaging and interactive exchange between attendees and industry leaders.

Facilitator: Scott Goldstein
Director of Facility Planning, Programming & Architecture
Enterprise Mobility

12 p.m. Closing Remarks

Thank you to our Sponsors!

Hosts

Greenville Spartanburg International Airport
Jacobsen|Daniels Associates, LLC

Rental Car Hosts

Avis Budget
Enterprise
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