

AAAE & Jacobsen|Daniels

**THE RENTAL CAR INDUSTRY
AND AIRPORTS
WORKSHOP**

 **March 23-25, 2026 | Greenville, SC**

         



Draft Agenda

March 23-25, 2026

Greenville, S.C. | Hyatt Regency Greenville

(As of 1/15/2026)

MONDAY, MARCH 23

3-5 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), opening 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 will be operated by Conrac Solutions under a multi-year contract. **Tours will run at 20-minute intervals during the 3-5 p.m. timeframe**, 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 AvisBudget

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
	GSP Leadership
8:20-9:05 a.m.	Session 1: Rental Car Industry Trends <i>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.</i>
Introduction:	Carter Strothman, P.E., LEED-AP (confirmed) Vice President Jacobsen Daniels
Speaker:	Jeffrey Luna (confirmed) Vice President, Real Estate Avis Budget Group
9:05-10:05 a.m.	Session 2: The ConRAC of the Future – 2035 and Beyond <i>Sponsored by Paslay Group</i> <i>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.</i>
Moderator:	Justin Ritter (confirmed) Associate Principal Paslay Group
Speakers:	Traci Holton (confirmed) Vice President, New Horizon Nashville International Airport
	Tracy Thompson (confirmed) Chief Business and External Affairs Officer Austin Bergstrom International Airport

Payal Harrell (confirmed)
Principal
PGAL

Scott Goldstein (confirmed)
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 (confirmed)
VP/Chief Commercial Officer
Greenville-Spartanburg Airport District

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

Mardi Mendenhall (confirmed)
Airport Property and Contracts Coordinator
Boise International Airport

Margaret Martin (confirmed)
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 (confirmed)
Director, Capital Programs & Infrastructure
Jacobsen | Daniels

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

Scott Anderson (confirmed)
Managing Director
CS Operators

RB Lawrence (confirmed)
Principal
Stantec

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 how Customer Facility Charges (CFCs) vary by state, 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 (confirmed)
Director
Frasca & Associates, LLC

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

Sharon Sarmiento (confirmed)
Principal and Senior Vice President
Unison Consulting

Peter VanValkenburg (confirmed)
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. (confirmed)
Chief Operating Officer
Greenville-Spartanburg Airport District

Speakers: Matt Wiegand (confirmed)

Senior Manager of Facility Planning & Programming
Enterprise Mobility

3:45-4 p.m. *Sixt (confirmed, speaker TBD)*
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 (confirmed)
Chief Development Officer
Jacobsen | Daniels

Speaker: Sharon McCloskey (confirmed)
Vice President, Customer Experience
Dallas Fort Worth International Airport

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

Jon Poisson (confirmed)
Account Manager
CBRE

AvisBudget Group (confirmed, speaker TBD)

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 & 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.

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.

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.

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.

9:30-10:15 a.m. Session 8: Innovations in Customer Experience and Technology

Discover how advances such as contactless transactions, data-driven tools, and fleet tracking 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 (confirmed)
Vice President – Planning
Jacobsen | Daniels

Speakers: Melanie Richardson (confirmed)
Airport Property & Relations Director
Enterprise Mobility

Brian Gettinger, PE (confirmed)
Senior Vice President of Growth, Americas
Glydways

UVeye (confirmed, speaker TBD)

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, ensure a level-playing field within similar ground transportation categories, and plan for long-term stability in a rapidly changing economic landscape.

Moderator: Michael Coplon (confirmed)
Director
Ricondo

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

Maximillian Katzer (confirmed)
Senior Director - Commercial Business
Denver International Airport

Peter VanValkenburg (confirmed)
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 (confirmed)
Director of Facility Planning, Programming & Architecture
Enterprise Mobility

12 p.m.

Closing Remarks, Invitation for 2027

Thank you to our Sponsors!

Hosts

Greenville Spartanburg International Airport
Jacobsen|Daniels Associates, LLC

Rental Car Hosts

Avis Budget
Enterprise
Hertz
Sixt Rent A Car LLC

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