



## Draft Agenda

March 23-25, 2026

Greenville, S.C. | Hyatt Regency Greenville

### 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), 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 4:45 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 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

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

Tracy Thompson  
Chief Business and External Affairs Officer  
Austin Bergstrom 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  
Vice President and 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

RB Lawrence  
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: Matt Wiegand  
Senior Manager of Facility Planning & Programming  
Enterprise Mobility

Ramon Calderon  
Airport Relations  
Sixt

**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

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

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

Jon Poisson  
Account Manager  
CBRE

## **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, P.E., LEED-AP      Miriam L'Engle  
Vice President      Director, Capital Programs & Infrastructure  
Jacobsen|Daniels      Jacobsen|Daniels

- 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  
Architect  
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 and Relations Director  
Enterprise Mobility

Daphna Meroz  
Vice President, Car Rental Solutions  
UVeye

Brian Gettinger, PE  
Senior Vice President 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  
Hertz  
Sixt Rent A Car LLC

***Sponsors***

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