



Latitude 2017

Agenda

October 23-25, 2017

Monarch Beach Resort
Dana Point, CA

Monday, October 23

12:00 PM – 7:00 PM	Registration Open	<i>Pacific Ballroom Promenade</i>
2:30 PM – 4:30 PM	Exhibit Hall: Transformation Tent Open	<i>Pacific Lawn</i>
5:30 PM – 8:30 PM	Beach Bungalow Networking Event	<i>Grand Lawn</i>

Tuesday, October 24

7:00 AM – 5:00 PM	Registration Open	<i>Pacific Ballroom Promenade</i>
7:30 AM – 8:30 AM	Executive Connections Breakfast in the Transformation Tent	<i>Pacific Lawn</i>
8:30 AM – 8:35 AM	Latitude Kickoff	<i>Pacific Ballroom</i>
8:35 AM – 8:55 AM	Setting the Stage: Latitude Welcome	<i>Pacific Ballroom</i>
8:55 AM – 9:30 AM	Futurist: Think the Unthinkable - Disrupting the Status Quo	<i>Pacific Ballroom</i>
9:30 AM – 10:00 AM	Fireside Chat: Improved Customer Service Through Sales Force Optimization	<i>Pacific Ballroom</i>
10:00 AM – 10:30 AM	Future-Proofing Your Business and Deriving Value from Connectivity, Optimization and Automation	<i>Pacific Ballroom</i>
10:30 AM – 11:15 AM	Mid-morning Coffee Break	<i>Pacific Lawn</i>
11:15 AM – 12:00 PM	Panel: Defining the Future of Operational Efficiency	<i>Pacific Ballroom</i>
12:00 PM – 1:30 PM	Lunch Overlooking the Ocean with Mick Ebeling	<i>Grand Lawn</i>
1:30 PM – 2:30 PM	Networking and Dessert in the Transformation Tent	<i>Pacific Lawn</i>
2:30 PM – 2:50 PM	Transforming Public Service Through the Power of Technology	<i>Pacific Ballroom</i>
2:50 PM – 3:30 PM	Panel: Enabling Exponential Value in Your Ecosystem	<i>Pacific Ballroom</i>
3:30 PM – 4:30 PM	Rubber Meets the Road	<i>Pacific Ballroom</i>
6:00 PM – 9:00 PM	Evening Event: Westcoast Urban Cirque	<i>Grand Lawn</i>

Wednesday, October 25

7:30 AM – 5:00 PM	Registration Open	<i>Pacific Ballroom Promenade</i>
7:30 AM – 8:30 AM	Executive Connections Breakfast in the Transformation Tent	<i>Pacific Lawn</i>
8:30 AM – 8:45 AM	The Art of Business Influence	<i>Pacific Ballroom</i>
8:45 AM – 9:15 AM	Surviving and Thriving: A Gulf Coast Business Recovers in the Wake of Hurricanes Harvey and Irma	<i>Pacific Ballroom</i>
9:15 AM – 10:00 AM	Panel: Exceeding Customer Expectations at Every Turn	<i>Pacific Ballroom</i>
10:00 AM – 11:00 AM	Mid-morning Coffee Break	<i>Pacific Lawn</i>
11:00 AM – 11:45 AM	Panel: Operational Efficiency through API Connections	<i>Pacific Ballroom</i>
11:45 AM – 1:15 PM	Lunch Overlooking the Ocean with the Legendary Joe Theismann	<i>Grand Lawn</i>
1:15 PM – 2:00 PM	Join Joe Theismann in the Transformation Tent for a Photo	<i>Pacific Lawn</i>
2:00 PM – 2:30 PM	Drone Demonstration	<i>Pacific Lawn</i>

Mobile Resource Management (MRM) University*Monarch Ballroom*

Golden KPIs:
How to identify, measure and drive value.

Built-in technologies:
The advantages and trade-offs of OEM solutions.

2:00 PM – 4:00 PM

The shrinkage of time:
Service windows are getting smaller and smaller.

Savings in safety:
Getting your most valuable assets home safely every day without breaking the bank.

6:00 PM – 6:30 PM	Shuttle buses load for Evening Event in Laguna Beach	<i>Valet</i>
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6:30 PM – 9:30 PM	Evening Event: Rock-n-Roll Tribute at Mozambique	<i>Laguna Beach, California</i>
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Latitude 2017 Agenda in detail



Kick the tires | Monday, October 23

12:00 PM – 7:00 PM

Registration Open

Pacific Ballroom Promenade

Transformation Tent

Pacific Lawn

Grab your registration badge and take a walk through the Transformation Tent. Check out the Lightning Talks, demo new technologies and visit with our partners.

2:30 PM – 4:30 PM

⚡ Lightning Talks:

- Driving disruption: Customer service is still king
- The growing threat: Is it too late to beat Amazon?
- Meeting demand: How delivery businesses can create an Uber-like experience
- The secret to managing mobile workers without managers

5:30 PM – 8:30 PM

Beach bungalow

Grand Lawn

Begin your Latitude experience with breathtaking views of the Pacific Ocean from the resort's Grand Lawn. Connect with friends and make new ones while enjoying the very best of West Coast fresh faire and mixology, plus live local music and entertainment

MUSIC BY TOM SOLIS DUET AND THE VENICE BAND



The Venice Band

Start your engines | Tuesday, October 24

7:00 AM – 5:00 PM

Registration Open

Pacific Ballroom Promenade

7:30 AM – 8:30 AM

Executive Connections Breakfast

Pacific Lawn

Start your morning off right catching up with industry leaders and new friends over the most important meal of the day.

⚡ Lightning Talk: Driving disruption: Customer service is still king

8:30 AM – 8:35 AM

Latitude Kick-off

Pacific Ballroom

As an economist, former stockbroker and TV host, Mark Jeffries will set the stage for Latitude 2017 with perspectives on the role of connectivity, optimization and automation in the modern mobile enterprise.

Mark Jeffries, Emcee

8:35 AM – 8:55 AM

Setting the Stage: Latitude Welcome

Pacific Ballroom

Andrés Irlando, CEO, Verizon Telematics

8:55 AM – 9:30 AM

Think the Unthinkable: Disrupting the Status Quo

Pacific Ballroom

Massive technology-fueled dislocations are occurring in transportation, distribution, financial services, insurance, healthcare and every other sector of culture and commerce. Gain valuable insights into these trends and understand the implications on personal, professional and organizational levels. Get the essential tools and insight you need to proactively embrace the future.

**Chunka Mui, author of four books on innovation, including a New York Times business best seller
Managing Director, Devil's Advocate Group**

9:30 AM – 10:00 AM

Fireside Chat: Improved Customer Service Through Sales Force Optimization

Pacific Ballroom



**Craig Stevenson, Manager Retail Development, The Hershey Company
Thomas C. Smuda, Vice President North American Retail, The Hershey Company**

10:00 AM – 10:30 AM

Future-Proofing Your Business and Deriving Value from Connectivity, Optimization and Automation

Pacific Ballroom

Jason Koch, Senior Vice President of Products, Verizon Telematics

10:30 AM – 11:15 AM

Mid-morning Coffee Break

Pacific Lawn

Recharge and network in the Transformation Tent.

⚡ Lightning Talk: The growing threat: Is it too late to beat Amazon?

11:15 AM – 12:00 PM

Defining the Future of Operational Efficiency

Pacific Ballroom



Panelists:

Kevin Tovar, Manager Fleet Planning and Strategy, Southern California Edison

Brian Goldhardt, Vice President of Sales, Flex Fleet Rental

Derek Piwonka, Division Manager, Equipment, Balfour Beatty

Gerry Burdo, Chief Executive Officer, Northeastern Home Delivery

Moderator: Susan Heystee, Senior Vice President of OEM, Verizon Telematics

Lunch overlooking the ocean Think WHY, Not How

Grand Lawn

12:00 PM - 1:30 PM

Mick Ebeling, Founder and CEO, **Not Impossible Labs**

Mick is the two-time winner of the SXSW Innovation Award, and author of *Not Impossible: The Art and Joy of Doing What Couldn't Be Done*. Mick inspires audiences with emotional stories of using technology to assist ALS patients, Sudanese amputees, and more. He flips our current, somewhat complacent, status-quo on its head, begging the question: "What if nothing is impossible?"



Networking and Dessert in the Transformation Tent

Pacific Lawn

1:30 PM - 2:30 PM

Lightning Talk: Meeting demand: How delivery businesses can create an Uber-like experience

Transforming Public Service Through the Power of Technology

Pacific Ballroom

2:30 PM - 2:50 PM



Robert Beidler, Undersheriff, **Snohomish County Sheriff's Department**

Enabling Exponential Value in Your Ecosystem

Pacific Ballroom

2:50 PM - 3:30 PM

Panelists:

Jason Lee, Head of Security, **Verizon Telematics**
Mariah Scott, Co-President, **Skyward, a Verizon company**
TJ Vitolo, AR/VR and Strategic Solutions, **Verizon**
Ohad Zeira, IoT Solutions, **Verizon Telematics**
Moderator: Jay Jaffin, CMO, **Verizon Telematics**

Rubber Meets the Road

Pacific Ballroom

A series of interactive sessions over two days, led by industry experts that focus on best practices with real-time statistics polled from the audience.

Introduction: Kelly Frey, Vice President of Product Marketing, **Verizon Telematics**

3:30 PM - 4:30 PM



The Business of Giving Back

Carol Waller, Transportation Logistics Manager, **Goodwill Industries**



Brendan Kissane, Chief Development Officer, **RoadSafe**

West Coast Urban Cirque

Grand Lawn

6:00 PM - 9:00 PM

Experience the very best that Southern California has to offer. The very freshest local ingredients come together to create exquisite artisan dishes and delights, with live music and cirque entertainment.

MUSIC BY ANDREW BLOOM AND THE LATE NIGHT BAND



Andrew Bloom

Looking under the hood | Wednesday, October 25

7:30 AM – 5:00 PM

Registration Open

Pacific Ballroom Promenade

7:30 AM – 8:30 AM

Executive Connections Breakfast in the Transformation Tent

Pacific Lawn

Start your morning off right catching up with industry leaders and new friends over the most important meal of the day.

⚡ Lightning Talk: The secret to managing mobile workers without managers

8:30 AM – 8:45 AM

The Art of Business Influence

Pacific Ballroom

Communication expert, Mark Jeffries' message is a simple, yet vital one – communication excellence leads to increased connections, trust & success. Mark presents a 'toolbox' packed with instantly usable techniques, ideas and methods designed to give you a smart, proven, communication-based approach to the challenges and opportunities you face every day.

Mark Jeffries, Economist, former stockbroker and TV host

8:45 AM – 9:15 AM

Surviving and Thriving: A Gulf Coast Business Recovers in the Wake of Hurricanes Harvey and Irma

Pacific Ballroom

 Alan Falik, President, Poolsure

9:15 AM – 10:00 AM

Exceeding Customer Expectations at Every Turn

Pacific Ballroom

Panelists:

Peter Mitchell, Chief Technology Officer, **Verizon Telematics**

Heather Clark, Vice President of Customer Success, **Verizon Telematics**

Shane Scoville, Senior Vice President of Sales & Customer Success, **Verizon Telematics**

Moderator: Mark Jeffries

10:00 AM – 11:00 AM

Mid-morning Coffee Break

Pacific Lawn

Recharge and network in the Transformation Tent.

⚡ Lightning Talk: Driving disruption: Customer service is still king

11:00 AM – 11:45 AM

Operational Efficiency through API Connections

Pacific Ballroom









Panelists:

Lisa Garner, Senior Director Service Planning, **TruGreen**

Lowell Brown, Director, Operations Compliance Support, **ONEOK**

Zach Waltee, National Routing and Logistics, **PUGS**

Kurt Hasson, Vice President IT, **Hy-Vee**

Moderator: Shane Scoville, Senior Vice President of Sales & Customer Success, **Verizon Telematics**

Lunch overlooking the ocean with the Legendary Joe Theismann

Grand Lawn

Joe Theismann has been a Super Bowl champion, NFL MVP, two-time Pro-Bowler and inductee to the College Football Hall of Fame. While his work on the football field needs no introduction, Theismann turned an unexpected career ending injury into a springboard for helping and inspiring others. Since the end of his professional football career, the former quarterback has distinguished himself as a respected broadcaster, spokesperson, author, restaurateur, and motivational speaker.



11:45 PM - 1:15 PM

1:15 PM – 2:00 PM

Join Joe Theismann in the Transformation Tent for a photo

Pacific Lawn

2:00 PM – 2:30 PM

Drone Demonstration

Pacific Lawn

Taking to the Skies – come see how commercial drones have the capability to transform the modern mobile enterprise.

2:30 PM – 4:00 PM

Mobile Resource Management (MRM) University

Monarch Ballroom

Spend an afternoon learning about people who are using MRM solutions to solve some of today's toughest challenges. Take a deep dive with our product managers into these practical and strategic product sessions.

Breakout Sessions:

Golden KPIs:

How to identify, measure and drive value.

The shrinkage of time:

Service windows are getting smaller and smaller.

Built-in technologies:

The advantages and trade-offs of OEM solutions.

Savings in safety:

Getting your most valuable assets home safely every day without breaking the bank.

6:00 PM – 6:30 PM

Shuttle buses load for evening event in Laguna Beach

Rock-n-Roll tribute at Mozambique

Buses will pick you up outside the hotel starting at 6:00 PM

6:30 PM – 9:30 PM

Celebrate beach-style living with an authentic Laguna Beach experience: rooftop lounge, beach town lights, live music, dinner and a secondary late-night course. Join us for a truly unforgettable evening!

MUSIC BY TIJUANA DOGS

