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Industry Leaders Headline Second Annual GWSCA Conference & Industry Training Seminars The Palmer House Hilton 17 East Monroe Street, Illinois, Chicago, US

CHICAGO, IL. The Global Warranty and Service Contract Association (www.gwsca.org) will host its Second Annual GWSCA Conference and Industry Training Seminars September 16-18, 2015 at the Palmer House Hilton Hotel, a historic landmark in Chicago.

This year's theme: "Knowledge: The Profitable Advantage," will be brought to life by the conference speakers and in the Training Seminars. The Conference speakers and attendees come from industry leading organizations across the warranty management and service contract business sectors.

"The agenda and speakers are ideally suited for all professionals working in warranty and service contracts, and for those organizations serving those disciplines. We anticipate a great conference," says GWSCA President Terry Hawkins. Paul Wojcicki, an expert in the warranty and service contract field and Shareholder, **Segal McCambridge Singer & Mahoney, Ltd.**, will again serve as Conference Chair. "The response to date has been better than originally anticipated," says Wojcicki. They believe that the GWSCA's ability to attract top-



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level, highly respected speakers to address key industry-wide issues separates the GWSCA conference from the competition.

We are proud to feature two keynote presentations this year. The first will be delivered by Susan Zwinger, **Oracle Corp.** VP, GM of Global Systems Support Innovation & Technology Office, and focus on the role of Big Data in warranty and service contract management.

Lawrence Mason, Senior Shareholder of the Chicago-based law firm **Segal McCambridge Singer & Mahoney** will follow Ms. Zwinger. Mr. Mason's presentation will explore privacy concerns, liability risks and other hot-topic issues businesses face in the still emerging Big Data era.

Jim Mostofi, President, **AIG Warranty**, U.S. & Canada will deliver an address on "Technology's Effect on the Future of Service Contracts. Ashok Kartham, CEO, **Mize, Inc.** will lead an industry panel of experts discussing "Operations Innovations for Warranty and Service Contract Management. Focus on Customer Engagement". Eric Arnum, Editor of **Warranty Week** will address the "State of the Service Contract Industry". Aleem Lakhani, Executive VP, **AMT Warranty Corp. and AmTrust North America**, Specialty Risk Solutions Division will review the challenges of the digital age. Mark Nagelvoort, President & CEO, **PCMI Corporation** will focus on "New Technology/Processes in Support of Service Contracts".

Other speakers include:

- John Estrada, President, **scServices Group, Inc.;**
 - Gary Mitzner, Division VP – Service Contracts, **Sears Holding, Inc.;**
 - Darius Bullock, Director-Repair Services Sales and Development, **Lowe's Companies, Inc.;**
 - Jimmy Bynum, President of **Alexander & Preston, LLC;**
 - Dan Tafel, Vice President, Global Business Development, **AIG Warranty;**
 - Dan Brudos, Manager, Risk Analysis, **John Deere;**
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- John Quattrucci, President, **Stuart Associates**;
- Sean Hicks, CEO, **New Leaf Service Contracts, Inc.**;
- Mark Fears, Sr. Product Manager, **Mize, Inc.**;
- David Christian, Manager of Dealer Support, **Mitsubishi Caterpillar Forklift of America**;
- Andrew Cowan, Managing Director of **The InFocus Group**;
- Barry Buchman, Partner, **Gilbert LLP**;
- Chris Smith, VP of the Customer Experience at **AIG Warranty**;
- Brian Casey, Partner at **Locke Lord, LLP**;
- Mike Roberts, President **MR Insights, LLC**;
- Patrick Scheen, CEO **Accent f(x)**;
- Michael Bailey, President, **Superior Warranty Consulting Services**;
- Alison Parr, Senior VP of Consumer Durables and Electronics at **Registria**;
- Jean Bredeson, President/Managing Director, **Service800**; and
- Roger Huff, Director, Social Media & Digital Strategy at **ACCENT Marketing**.

On Wednesday, September 16, Conference registrants will have complimentary access to three seminars as part of the GWSCA industry training initiative. Topics include “Warranty in Practice: Using Warranty to Drive Sales”, “Warranty Finance and Actuarial”, and Warranty and Service Contract Management Systems”

For more information about the conference or about sponsorship opportunities, visit www.gwsca.com or contact Hawkins (thawkins@gwsca.com) or Wojcicki (pwojcicki@gwsca.org) directly.

About the the Global Warranty and Service Contract Association: GWSCA is a not-for profit, volunteer driven organization dedicated to serving professionals and organizations in the warranty and service contract spaces. It provides general and company-specific educational programs, consulting and program evaluation services, and networking and information sharing opportunities. For more information about the GWSCA, visit www.gwsca.org, or contact Terry Hawkins, Pres. (thawkins@gwsca.org), or Paul Wojcicki, Sec. (pwojcicki@gwsca.org).
