

# SHARE THE VISION



**INVESTMENT  
RECOVERY  
ASSOCIATION**®

**2020**  
APRIL  
19-22

**CONFERENCE & TRADE SHOW  
SCOTTSDALE, AZ**



Join us, April 19-22, 2020  
 Doubletree Resort by Hilton  
 Paradise Valley, Scottsdale, AZ

**The focus will be on the Future.** Investment Recovery professionals are on a fast track to success, as more organizations recognize the value of surplus asset management. This one-of-a kind conference is the only place where you can get game-changing education, networking and innovative solutions. So, whether you buy, sell or manage surplus assets, this conference is for forward-thinkers who want to help advance IR's future—and their careers.

**The annual event with your company's bottom-line in mind**



# SHARE THE VISION

Mark this conference "MUST-ATTEND!" Each day is jam-packed with education, networking, socializing and plenty of great food and drink!

## Fast-forward Educational topics:

- ▶ *New technologies insight*
- ▶ *Business plan development*
- ▶ *Project management*
- ▶ *Capital asset accounting*
- ▶ *Understanding ITAD certifications*
- ▶ *Hazardous waste management*
- ▶ *and much more!*

## Connect and collaborate:

- ▶ *Network with peers and thought leaders*
- ▶ *Hear how other professionals manage their surplus*
- ▶ *Meet with 50+ vendors with practical solutions you can implement immediately*
- ▶ *Socialize with your colleagues at the receptions*
- ▶ *Share ideas, solutions and IR expertise at the roundtables*

## Keynote Speakers:



**Travis Mills:** Get inspired! Retired US Army Staff Sergeant is a wounded warrior, speaker, and actor who shares his uplifting message, "never to give up."



**Alana Hill:** Get motivated! "Ms. Engineer Way™" is a change leadership expert who empowers audiences in their professional and personal lives.



### REGISTER ONLINE:

Scan code to register  
 or visit [invrecovery.org/2020-show](http://invrecovery.org/2020-show)

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# 2020 APRIL 19-22 MONDAY APRIL 20

TRADE SHOW: 3:00PM – 5:30PM

**KEYNOTE SPEAKER:**  
**8:00 am: Never Give Up, Never Quit**  
*Travis Mills*



Travis Mills, Retired United States Army Staff Sergeant Travis Mills of the 82nd Airborne, is a recalibrated warrior, motivational speaker, actor, and an advocate for veterans and amputees. Despite losing portions of both arms and legs from an IED while on active duty in Afghanistan,

Travis continues to overcome life's challenges, breaking physical barriers and defying odds. Travis lives by his motto: "Never give up. Never quit." Travis's story was featured on local and national news, including CNN, Fox News, and many others.

**9:45 am: How do you Compare**  
*Results of the Investment Recovery Association Benchmark Study, CAPS Research*

CAPS Research, the third-party administrator of our Benchmark Study along with Richard Siegfried, CMIR, PPL Utilities, will share the results of the 2018 Benchmark Study. They will help you understand what is included in the numbers, how you compare with your own metrics and reporting, plus share tips on how you could use this information internally.

**10:30 am: Hard to Sell Assets**  
*Facilitated by Barry Street, CMIR, Florida Power & Light|NextERA*

One of the best interactive sessions where you bring the content. What asset are you having a hard time selling, disposing of, or just not sure what you should do with it? Bring your 'white elephant' asset challenges to Scottsdale, where an audience of 200+ professionals are ready and eager to help you through the process.

No item is too big or too small or unusual!



**KEYNOTE SPEAKER:**  
**1:30 pm: Engineered for Success— Adapting Your Skills to Get Ahead**  
*Alana Hill, PMP*

Charles Darwin says that adaptability, not strength or intelligence, will determine one's survival. Alana had seen that firsthand: when she began to transition from leading oilfield operations to IT Projects, she found herself searching for resources. Motivated by her desire to help people in her organization succeed, she began strategically balancing her technical skills with leadership and human behavior insight. In this uplifting presentation about transition and continuous development, Alana reveals the secrets that helped her advance from a field engineer to an internationally recognized Project Management Consultant and Change Leadership Expert.

Participants will learn how to:

- ▶ Thrive during changes in their lives, industry, or organization
- ▶ Ensure that their career is providing the results they desire
- ▶ Identify resources to maintain their motivation for maximum success
- ▶ Leverage proven techniques to create and sustain lasting change

Alana Hill is an international change leadership expert, inspiring professionals to lead change in their lives and organizations. Her principle-based message of combining resilience with compassion has a lasting impact. ■

**Trade Show: 3:00 pm - 5:30 pm**



*Get IR solutions and connect with 50+ industry-leading vendors.*

# 2020 APRIL 19-22 TUESDAY APRIL 21

TRADE SHOW: 11:30 AM – 1:30PM

**8:15 am: Emotional Intelligence in Project Management and Leadership**

*Scott Turnbow, PhD  
 Tennessee Valley Authority*

Emotional intelligence (EI) is the ability to monitor your emotions or the emotions of others and use this to guide your actions. A shorter way to say this is to recognize or regulate emotions in ourselves and others. As IR professionals, you are managing several projects at one time and dealing with people every day to help get your job done. Learn from Scott how you can use EI to help you reach a positive result.

Scott Turnbow is Vice President, Civil Projects, Equipment Support & CCP

Management. He is a consummate leader, speaker, Certified Ziglar Legacy Trainer, Certified John Maxwell Team Member, and entrepreneur. Scott is acknowledged across industry for effective customer service and leadership, thriving on opportunities to reverse engineer the way business is conducted. He is regarded as a key contributor, resourceful, and highly valued team player who provides immeasurable value to customers and protects the company from liability issues. Scott is a bottom-line oriented businessman who is decisive, professional, and loyal, with an affinity for building bridges between customers, staff, and management.

*Next page ▶*

# 2020 APRIL 19-22 TUESDAY APRIL 21

TRADE SHOW: 11:45 AM – 1:30PM

## 9:45 am: Investment Recovery Accounting & Strategies to Maximize Monetization

Mike Cazares, STSS

Learn basic IR related accounting terms and how you can best maximize gains and losses through asset disposal using your Investment Recovery process. Mike will share case studies and explain the financial impacts of investment recovery projects.

Mike Cazares is a director of finance and business development with an associate member company, Strategic Telecom Supply & Solutions (STSS). Mike is a results-driven professional, equipped with broad-based experience in managing the financial activity for multi-million operations. He is knowledgeable in all aspects of finance, accounting, strategic planning, budgeting, forecasting, supply chain, and logistics.

## 10:30 am: Safety in IR

Presented by the Scottsdale Fire Department

Because Investment Recovery itself covers a broad base of surplus assets management, safety concerns are just as diverse. This presentation will cover safety issues that all IR professionals should have on their radar. The more you know about potential dangers, the better prepared you will be to prevent them.

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Trade Show: 11:30 am - 1:30 pm

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### BREAKOUT TRACKS:

#### AFTERNOON: TWO TRACKS:

Feel free to move between tracks

### 1:30 pm: Track 1 Project Management Workshop

Scott Turnbow and David Halicks, CMIR  
Tennessee Valley Authority

In this 90-minute workshop, get re-acquainted with the project management fundamentals already in your wheelhouse while building on your knowledge base. Their combined experience will help you overcome obstacles to future projects while streamlining current ones.

### 1:30 pm: Track 2 Understanding ITAD Certifications

Brooks Hoffman, Iron Mountain

In recent years, there has been a proliferation of third-party certifications covering various aspects of IT Asset Disposition (“ITAD”) – including environmental standards, employee health, and safety, proper management of materials, and data security. This presentation will provide a brief overview of the major ITAD-related certifications in order to help you better understand and evaluate this form of third-party assurance.

Brooks Hoffman is a Principal at Iron Management. He is a member of the Product Management team for Iron Mountain’s Secure IT Asset Disposition (“SITAD”) service. Before joining Iron Mountain, he was co-founder and CFO of LifeSpan, an IT Asset Disposition firm headquartered in Denver, CO.



### 3:00 pm: Track 1 Developing an Investment Recovery Business Plan Workshop

Chris Robinson, CMIR, C3 Performance  
Coaching; Kelly May, CMIR, Salt River Project,  
Steve Ekin, Georgia Dept. of Admin. Services

Roll up your sleeves, bring your computer, and start drafting! Get ready for a hands-on workshop led by a team of IR Professionals who will help you develop an effective business plan for your department. They will show you how to lay the groundwork and access valuable resources and metrics for making a compelling business case for IR. If time allows, tips on practical presentation skills will be included.

### 3:00 pm: Track 2 New Technologies Available NOW to Maximize Resources

Loïc Coyot, Requis—  
Digital Transformation Manager

What’s new in technology advancements that can help me in IR? New technologies solutions for IR Professionals are now easily accessed and deployed. Don’t miss this cutting-edge session on how the latest technological trends can provide efficiency in material itemizing, categorizing, and field activities.

- ▶ Cloud applications
- ▶ Cloud collaboration
- ▶ Data science for data connection and analysis
- ▶ Drone in warehouses
- ▶ Augmented reality material identification
- ▶ Mass data update and remediation
- ▶ Mobile application
- ▶ Machine learning and photos of data extraction.

The presentation will be a hands-on session with technology reviews and a step-by-step-approach to efficiency creation applicable across the organization—regardless of systems or platform used.

Loïc Coyot, is with Requis as a Digital Transformation Manager. He is an expert in new technology adoption and practical use case identification and implementation. He is skilled in matching business efficiency gaps to proven technology while cross-pollinating ideas across industries. Loïc supports Worley customers in their digital journey and leads the business development of Worley supply chain platform Requis for the Americas. Requis is an Associate Member of the Investment Recovery Association. ■

# 2020 APRIL 19-22 WEDNESDAY APRIL 22

NO TRADE SHOW

## 8:30 am: The Assets in Brownfield Redevelopment

Colleen Kokas, Executive Vice President, Environmental Liability Transfer, Inc.

Brownfields have long been perceived as an area of the market that can provide a great deal of opportunity—and for a wide range of stakeholders. As the largest purchaser of brownfield sites in North America, Environmental Liability Transfer has turned its acquisitions into community assets. Learn about the environmental liability assumption process and the impact real estate, asset recovery, and demolition play in the overall success of brownfield projects.

## 10:00 am: Hazardous Waste Management

Andrea Martinez, CPEA, Salt River Project

As an IR professional, you are continuously exploring the best way to manage a surplus asset, whether it is to redeploy, sell, or recycle. But a pre-cursor to dispositioning the asset, the IR professional needs to understand the composition of the asset and whether there is a potential hazardous waste stream involved... then what? Our speaker will share the practical applicability of hazardous waste management and how to keep your company in compliance with Environmental Protection Agency hazardous waste rules.

*\*Speakers and topics subject to change*

## Investment Recovery Association Conference App



Join the conversation before, during and after the meeting. The exclusive app, Whova, can be downloaded at the Apple Store. Once you register and pay the fee, you may establish your profile and begin networking, asking questions and just stay in the loop of what's happening.



## GENERAL INFORMATION



### Face-to-Face Study Group Saturday, April 18 at 3:00 pm

If you are not ready to take the exam on April 19<sup>th</sup> but want to get a jump start for 2021, don't worry, you are still welcome to join us for the Study Group.

### Important Items to Know:

- ▶ If three (3) or more attend from your company, use PROMO Code: Bring 3 to save \$50 off registration
- ▶ Cancellations before March 27 receive a refund, less \$100.
- ▶ There are no refunds after March 27.
- ▶ Dress for the conference is business casual.
- ▶ Pre-registration is not required, but if you wait until you arrive in Scottsdale the fee increases.

### On-Site Registration and Pickup of Conference Materials:

On-site registration opens on Sunday, April 19, 2020 at noon. Preregistration is not required but is strongly encouraged for quick pickup of conference materials and for your own convenience.

### Make Your Hotel Reservations DoubleTree Paradise Valley Resort/ Scottsdale

The sleeping room rate is \$189, plus applicable taxes. Included with your sleeping room are complimentary self and valet parking, basic WiFi, and fitness center access. You will not be charged a resort fee.

To make your reservation, click the hotel link on our website, [invrecovery.org/2020-show](http://invrecovery.org/2020-show), or call: **480-947-5400** and state you are with the Investment Recovery Association to receive our special rate.

**REGISTER ONLINE:**  
[www.invrecovery.org/2020-show](http://www.invrecovery.org/2020-show)

**Interested in being a sponsor?**  
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### QUESTIONS?

**Please call 816.561.5323, or email:**

Jane Male, Executive Director,  
[admin@invrecovery.org](mailto:admin@invrecovery.org)

Or, Kim Weitzel, Asst. Director  
[kweitzel@westerneda.com](mailto:kweitzel@westerneda.com)

### +1 PROMOTION:

For a limited time, you can receive TWO FREE registrations for you and a qualified member company. Details at [invrecovery.org/plus1](http://invrecovery.org/plus1)



# 2020 INVESTMENT RECOVERY SEMINAR & TRADE SHOW SCHEDULE AT A GLANCE

## SATURDAY, 4/18

**9:00 am** BOARD MEETING

**3:00 pm** **CMIR STUDY GROUP**

A Q&A session to help individuals prepare for the Sunday morning exam.

## SUNDAY, 4/19

**8:00 - 11:00 am** BOARD MEETING



**9:00 - NOON** **EXAM**



For more information about CMIR visit:  
[invrecovery.org/knowledge-center/cmir](http://invrecovery.org/knowledge-center/cmir)

**NOON** REGISTRATION OPENS

**1:00 - 3:00 pm** COMMITTEE MEETINGS

**3:30 - 4:30 pm** BOARD MEETING  
W/COMMITTEE CHAIRS

EVENING OPEN

## MONDAY, 4/20

**6:30 am** REGISTRATION OPENS

**7:00 – 8:00 am** BREAKFAST

**8:00 – 9:30 am** NEVER GIVE UP, NEVER QUIT  
Travis Mills



Get inspired! Retired US Army Staff Sergeant is a wounded warrior, speaker, and actor who shares his uplifting message of never give up.

**9:30 – 9:45 am** BREAK

**9:45 – 10:30 am** HOW DO YOU COMPARE  
Results of the 2019 Investment Recovery Association Benchmark Study, CAPS Research

**10:30 – 11:15 am** HARD TO SELL ASSETS  
Facilitated by Barry Street, CMIR, Florida Power & Light|NextERA

**11:15 – NOON** ANNUAL MEETING

**NOON – 1:30 pm** LUNCH/NETWORKING

**1:30 – 3:00 pm** ENGINEERED FOR SUCCESS—  
ADAPTING YOUR SKILLS TO GET AHEAD  
Alana Hill, PMP



Get motivated! "Ms. Engineer Way"™ is a change leadership expert who empowers audiences in their professional and personal lives.

**3:00 – 6:00 pm** TRADE SHOW/  
WELCOME RECEPTION

## TUESDAY, 4/21

**7:00 – 8:00 am** BREAKFAST

**8:00 – 8:15 am** ANNOUNCEMENT OF NEW OFFICERS

**8:15 – 9:30 am** EMOTIONAL INTELLIGENCE IN PROJECT MANAGEMENT AND LEADERSHIP  
Scott Turnbow,  
Tennessee Valley Authority

**9:30 – 9:45 am** BREAK

**9:45 – 10:30 am** INVESTMENT RECOVERY ACCOUNTING & STRATEGIES TO MAXIMIZE MONETIZATION  
Mike Cazares, STSS

**10:30 – 11:30 am** SAFETY IN IR  
Presented by the Scottsdale Fire Department

**11:30 – 1:30 am** TRADE SHOW/LUNCH

**TUESDAY BREAKOUT SESSIONS:** *Feel free to move between tracks*

### TRACK ONE:

**1:30 – 3:00 pm** PROJECT MANAGEMENT WORKSHOP  
Scott Turnbow and David Halicks,  
CMIR Tennessee Valley Authority

**3:00 – 4:30 pm** DEVELOPING AN INVESTMENT RECOVERY BUSINESS PLAN WORKSHOP  
Chris Robinson, CMIR, C3 Performance; Kelly May, CMIR, Salt River Project, Steve Ekin, Georgia Dept. of Admin. Services, Regina Hartmann, CMIR, Colorado Springs Utilities

**4:30 – 5:30 pm** RECEPTION

### TRACK TWO:

**1:30 – 2:30 pm** UNDERSTANDING ITAD CERTIFICATIONS  
Brooks Hoffman,  
Iron Mountain

**3:00 – 4:30 pm** NEW TECHNOLOGIES AVAILABLE NOW TO MAXIMIZE RESOURCES  
Loïc Coyot, Requis—  
Digital Transformation Manager

## WEDNESDAY, 4/22

No Breakfast. Coffee and soft drinks will be available all morning

**8:30 – 10:00 am** THE ASSETS IN BROWNFIELD REDEVELOPMENT  
Colleen Kokas, Executive Vice President, Environmental Liability Transfer, Inc.

**10:00 – 11:30 am** HAZARDOUS WASTE MANAGEMENT  
Andrea Martinez, CPEA,  
Salt River Project

Departure

**REGISTER ONLINE:**  
[www.invrecovery.org/2020-show](http://www.invrecovery.org/2020-show)

*\*Speakers and topics subject to change*

The logo features the year '2020' in a stylized font. The first '0' is green, the '2' is blue, the second '0' is green, and the final '0' is blue. Each digit is formed by two curved arrows pointing in a clockwise direction. In the center of the first green '0', the text 'APRIL 19-22' is written in black. Below the year, the text 'CONFERENCE & TRADE SHOW' is in black, and 'SCOTTSDALE, AZ' is in large, bold, orange letters.

**APRIL  
19-22**

**CONFERENCE & TRADE SHOW  
SCOTTSDALE, AZ**

THANK YOU TO OUR PLATINUM SPONSOR:



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