

# 2025 OFDA Conference

## AGENDA

### Wednesday, October 1st

AMWAY GRAND PLAZA HOTEL | 187 Monroe Ave, NW, Grand Rapids | 49503 USA

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2:00 PM - 4:00 PM      **OFDA Annual Board of Directors Meeting**  
**Lyon Conference Boardroom**

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5:30 PM - 7:30 PM      **Welcome Cocktail Reception**  
**East Concourse**

### Thursday, October 2nd

AMWAY GRAND PLAZA HOTEL | Imperial Ballroom | 187 Monroe Ave, NW, Grand Rapids | 49503 USA

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7:45 AM - 8:45 AM      **Registration with Continental Breakfast Inside Ballroom**

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8:45 AM - 9:00 AM      **Welcome Address** OFDA Board of Directors

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9:00 AM - 10:00 AM      **Getting Fired for Dummies**  
**Mike Regan, TranzAct Technologies Inc.**

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10:00 AM - 11:00 AM      **How to Blend AI (Artificial Intelligence) with HI (Human Intelligence)**  
**Jane Clark, NationalLease**

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11:00 AM - 11:30 AM      **Refreshments & Networking Break**

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11:30 AM - 12:30 PM      **Data as a Compass: Navigating Market Disruption in the Commercial Furniture Industry**  
**Ashley Baker, Solomon Colye**

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12:30 PM - 1:30 PM      **Lunch in the Gerald R. Ford Room**

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1:30 PM - 2:30 PM      **An Installer's Perspective on Transportation, Warehousing and the Future**  
**Matt Sprenzel, Consultant - Formerly ISI, President**

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2:30 PM - 3:00 PM      **INTRODUCTIONS OF PANELISTS**  
**Moderated by Ryan Goor, CFT**

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3:00 PM - 3:30 PM      **Refreshments & Networking Break**

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3:30 PM - 4:30 PM      **PANEL | TRANSPORTATION & EQUIPMENT EXPERTS**  
**Cindy Townsend, Samsara; Justin Fink, International;**  
**Mackenzie Wellman, Trailer Equipment Inc. & Trailer Xpress Inc.**  
**Moderated by Ryan Goor, CFT**

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4:30 PM - 5:00 PM      **Closing Remarks - 2026 Announcements**  
**OFDA Board of Directors**

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