



2018 UEDA CONVENTION

February 13, 2018

CROWNE PLAZA AIRPORT • LOUISVILLE, KENTUCKY

DEALER REGISTRATION KIT



Dan Booth



Jim Walker



Bob Clements



Kim Rominger



MOVING))) FORWARD BUSINESS AT ITS BEST



Ann Duignan



Lance Formwalt



John Gehan



Todd Hunt



CONVENTION SCHEDULE OF EVENTS

Monday, February 12, 2018

- 3:00pm Board of Directors Meeting
- 6:00pm PRESIDENT'S RECEPTION and DINNER
(open to any dealers, exhibitors arriving on Monday)

Tuesday, February 13

- 8:00am Convention Registration opens
- 8:30am "Good Morning" Breakfast
- 8:30am **FOR THE LADIES!**
Breakfast at Wild Eggs, create a decorative wooden wall hanging at Board & Brush Creative Studio, followed by lunch and shopping!
- 9:30am **Welcome from the UEDA President**
Dan Booth, Booth Machinery, Crawfordsville IN
- Dealer Agreements, Dealer Protection Laws and the Changing Landscape of Dealer-Manufacturer Relations**
Lance Formwalt, Seigfreid Bingham PC, Kansas City MO
- 10:45am *"Visit the Exhibits" and Door Prize Entry Time*
- 11:30am **Annual Business Meeting**
UEDA President Dan Booth presiding
- Drive S.A.F.E.**
John Gehan, Federated Insurance, Indianapolis IN

Report from EDA

Kim Rominger, Equipment Dealers Association, St. Louis MO

- 12:30pm INDUSTRY LUNCHEON -- Open to All!

Manufacturers, Dealers, and Industry Outlook

Jim Walker, Case IH, Racine WI

- 2:30pm **Industry Update from Wall Street**

Ann Duignan, JP Morgan, New York NY

- 3:30pm "Cookie Monster" Break...and last chance for Door Prize entry

- 4:00pm Door Prize Drawing, courtesy of the Convention exhibitors

How to Develop Pricing Strategies Without Losing the Profit Margin

Bob Clements, Bob Clements International, Smithville MO

- 6:45pm UEDA "Friends & Fellowship" Hospitality

- 7:30pm BANQUET and ENTERTAINMENT

Communication Bleeps and Blunders in Business

Todd Hunt, The Hunt Company, Chicago IL

Wednesday, February 14

- 9:00am National Farm Machinery Show opens
Kentucky Fair & Expositions Center

- 6:00pm UEDA Reception for Exhibitors (dealers welcome)
Kentucky Fair & Expositions Center



Conference Keynotes, Seminars, & Workshops

You're invited to attend...

...the 2018 UEDA Annual Dealers Convention -- a one-day, cost-effective gathering of dealers and suppliers with something for everyone. This year's theme, *Moving Forward: Business at its Best*, is jam-packed with forward-thinking speakers and topics. Speakers will look at our industry today and what might lay ahead.

Please take a few minutes to review this brochure to see if you don't agree.

We hope that you, your spouse, and your key personnel will join us in Louisville for our Annual Convention and the National Farm Machinery Show. If you plan to arrive on Monday, you're welcome to attend the President's Dinner -- just sign up for the number of tickets you'll need.

Registration is just two easy steps:

- (1) Return a completed registration form to the Association office, and
- (2) Reserve your room at the Crowne Plaza Airport.

Be sure to take advantage of the Early Bird and First-Timer discounts.



Dan & Dee Booth
UEDA President and First Lady
Booth Machinery, Crawfordsville IN

Manufacturers, Dealers, and the Industry Outlook



Jim Walker

Expansions, mergers, and consolidations are taking place on all levels of our industry: manufacturers, distributors, dealers, and customers. What will our industry look like in three years, five years, or even farther in the future? How will telematics and user-interfaces impact us? The Industry Luncheon keynote presentation will take a look at these topics -- and more -- from a manufacturer's perspective. Central to the outlook -- what will the dealer role be?

Jim Walker: As Vice President of Case IH NAFTA, Jim oversees all Case IH agricultural activities in the United States and Canada. Prior to joining Case IH in July 2006, he served as Vice President of Sales and Marketing, North America, for AGCO Corporation. There, he began the consolidation of the many brands and dealer networks previously acquired by AGCO. Jim had previously held a similar position with Claas Corporation, where he successfully grew the North American Lexion combine and Claas hay equipment businesses. Jim also spent 10 years with Deere and Company, where he helped build, support and train the company's professional dealer network. Jim is a graduate of Trine University in Angola, Indiana.

How to Develop Pricing Strategies Without Losing the Profit Margin



Bob Clements

Bob Clements begins, "I am not convinced that salespeople who sell at lower margins are not good sales people, just that they have not had training on the "soft skill" side of selling." With today's manufacturer training typically focused on competitive products, it does nothing to help salespeople who are only selling against similar products or the same color at a different dealership. As equipment margins go down, so does the health of the dealership and the experience customers receive. This session will offer strategies for salespeople to overcome the obvious pitfalls of selling only on price, and ways your dealership can add value that your customers will recognize and appreciate -- so you can retain and improve your margins.

Bob Clements: Bob is the president of Bob Clements International, an industry leader in helping OPE, Ag and Powersports dealerships improve profitability and efficiency. Their training and development specializes in creating high performance dealerships and organizations. Bob is also the author of the book, *The 8 Greatest Sales Secrets in the World*, and a contributing writer for three national publications.

Dealer Agreements, Dealer Protection Laws and the Changing Landscape of Dealer-Manufacturer Relations



Lance Formalt

This session will review trends in dealer agreements recently rolled out to dealer networks. It will also give an update on recent changes in dealer protection laws and discuss how these laws impact dealer agreements and the dealer-manufacturer relationship. This discussion will include a review of key principles that are components of many dealer protection laws.

Lance Formwalt: Lance, and his firm Seigfreid Bingham, serve as legal counsel to equipment dealer associations and many individual dealerships. As part of his work, Lance responds to UEDA member questions about dealer-manufacturer relationship issues through UEDA's dealer hotline, including the negotiation of dealer agreements and related financing arrangements, drafting and enforcement of fair dealership statutes, merger and purchase/sale transactions between dealerships and succession planning.

Conference Keynotes, Seminars, & Workshops

The Industry Outlook, from the Financial Sector

Ann is making a return visit to the Convention this year to build on the industry financial facts and figures presented at the 2017 UEDA Annual Dealer Convention. The picture she paints may not be all rosy, but she tells it like she sees it. This session will present the financial health of the agricultural machinery sector using the latest manufacturer reports -- and Ann will explore the forecast for future trends.

Ann Duignan: Ann is a managing director at J.P. Morgan, covering the U.S. machinery sector. Ann has ranked # 1 and/or # 2 in Institutional Investor's All-America Research Team survey and the Greenwich Poll for over a decade. Ann joined J.P. Morgan from Bear Stearns, and prior to that she worked at Sanford C. Bernstein & Co. She also spent two years with management consultant Booz & Company, and a number of years in the automotive supply industry. Ann holds an honors degree in agricultural engineering from University College Dublin Ireland, a higher diploma in mathematical modeling and computer simulation from Trinity College, Dublin, Ireland, and an M.B.A. from Vanderbilt University, Nashville TN.



Ann Duignan

Report from EDA

Much has been happening in St. Louis at EDA headquarters. Free webinars on various topics, increased communication with dealer-members, additional services, more indepth surveys -- even a new CEO (our own Kim Rominger). This session will focus on EDA activities taking place and Kim's vision to help dealers succeed.

Kim Rominger: As President/CEO of Equipment Dealers Association (EDA), Kim directs operations, to build the best business environment for equipment dealers. Prior to taking over the helm of EDA in July 2017, Kim served as the CEO of MAERA and OMEDA (now UEDA). In addition to his responsibilities at EDA, Kim continues to serve as the Executive Vice President/CEO of the United Equipment Dealers Association (UEDA).



Kim Rominger



ESPECIALLY FOR THE LADIES! Create a decorative wall hanging at Board & Brush!

Let your creativity show -- by joining in the activity planned for the ladies attending the 2018 UEDA Convention!



Breakfast: Start your day with breakfast at "Wild Eggs". (Meet First Lady Dee Booth in lobby at 8:30am for car-pooling and a "caravan" to your leisurely breakfast at "Wild Eggs".)

Board and Brush Creative Studio: Following breakfast, you will build a wooden décor piece from scratch that is worthy to adorn your walls -- or give as a gift -- with guidance all along the way!

Lunch and Shopping: Then, enjoy lunch and Louisville shopping with a group or on your own.



John Gehan

Drive S.A.F.E.

2,440,000 injured and 35,092 dead. Those are the statistics from our nation's highways in 2015 as a result of motor vehicle traffic crashes. These are family members, friends, and neighbors. Distracted driving continues to be an epidemic, but it is not the only factor in vehicle crashes. Three other major causes: speed, fatigue, and emotion, also play a major role. This presentation addresses action plans to implement "S.A.F.E." driving practices in your business so your drivers can return safely home from work each day to their loved ones. Be prepared to discuss actions that will make a positive difference to your business and your drivers.

John Gehan: John was hired by Federated Insurance as a Marketing Representative in March 2003. In September 2005, he was promoted to District Marketing Manager in Detroit, Michigan. In July of 2015, he was promoted to Regional Marketing Manager for the Great Lakes Region. John currently directly leads 6 District Marketing Managers who are responsible for 50 Marketing Representatives in the states of Indiana and Michigan.

BANQUET ENTERTAINMENT -- Communication Bleeps and Blunders in Business

You said one thing; your employee, customer or coworker heard something else. Nobody was wrong, but now everybody's confused... and you have to handle it! Laugh and learn as Todd Hunt shares valuable lessons, demonstrating how we can communicate better to become more successful. If you eat M&Ms in color order, alphabetize your cereal boxes or rearrange the dishwasher (or live with someone who does), you'll appreciate his take on business and life. And there's no PowerPoint!

Todd Hunt: Todd, of Todd Hunt Co. in Chicago, Illinois, is a former marketing executive and a recovering anal retentive professional who finally learned to lighten up. So he decided to turn to professional speaking conveying communication lessons wrapped in laughter.



Todd Hunt

2018 UEDA CONVENTION "MONEY-BACK GUARANTEE" REGISTRATION FORM

Tuesday, February 13 • Crowne Plaza Airport, Louisville KY

Firm Name _____ Address _____
 City _____ State _____ Zip _____ Phone: _____ Fax: _____
 Contact person: _____ Email: _____

CONVENTION REGISTRATION

The "MONEY-BACK GUARANTEE" is very simple. If you attend the Convention and are not satisfied that it was worth your time and investment, just send us a note with your reason, and we'll refund your entire registration fee. Substitutions accepted, but no refunds, if canceled after January 31. *Dealer personnel registering for their first Convention are eligible for our "First-Timers" 50% discount.*

Registration Fee includes all sessions and meals on Tuesday						
Badges and tickets will be at the Convention registration desk.		<i>Please indicate the meal functions for which you need tickets:</i>				
List names to be printed on badges	First-timers / by Jan 5 / after Jan 5	Monday	Tuesday	Tuesday	Tuesday	Tuesday
Please enter email for updates and reminders.	\$95 / \$190 / \$225	Rec./Dinner	Breakfast	Luncheon	Banquet	Ladies Activity
		add'l \$49				add'l \$125

Name _____	<input type="checkbox"/> \$95 / <input type="checkbox"/> \$190 / <input type="checkbox"/> \$225	<input type="checkbox"/>	\$ _____				
Dealership city: _____		Email: _____					

Name _____	<input type="checkbox"/> \$95 / <input type="checkbox"/> \$190 / <input type="checkbox"/> \$225	<input type="checkbox"/>	\$ _____				
Dealership city: _____		Email: _____					

Name _____	<input type="checkbox"/> \$95 / <input type="checkbox"/> \$190 / <input type="checkbox"/> \$225	<input type="checkbox"/>	\$ _____				
Dealership city: _____		Email: _____					

EXTRA Dinner Tickets – In addition to any registration above

List names to be printed on badges.	Monday Rec./Dinner \$49	Tuesday Banquet \$49	
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Name _____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Dealership city: _____		Email: _____	

Name _____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Dealership city: _____		Email: _____	

PAYMENT METHOD (Prepayment is required.) **Total** \$ _____

Check enclosed, payable to "UEDA".

Please charge to: CC Acct # _____ Exp. Date ____ / ____ Billing Zipcode: _____

Cardholder (printed) _____ Cardholder Signature _____ Sec. Code: _____

HOTEL RESERVATION INFORMATION for the CROWNE PLAZA HOTEL AIRPORT, LOUISVILLE KY

SEND TO:
 CROWNE PLAZA HOTEL AIRPORT
 830 Phillips Lane
 Louisville, KY 40209-1387
 OR CALL: 888-233-9527 502-367-2251

These special CONVENTION ROOM RATES only available to UEDA members.
Room Rate 2-11-18 thru 2-13-18 is \$138 per night
Room Rate 2-14-18 thru 2-17-18 is \$229 per night
 Rate does not include tax of 16.07%
Cancellations must be made by 6pm day of arrival
 Questions? Call: United Equipment Dealers Association, 1.800.606.6332



Hotel reservations must be made directly to the Crowne Plaza Hotel Airport online, or by phone or mail.
 Hotel Reservation Cut Off Date: 1-12-2018. After this date rooms may not be available.

GUEST INFORMATION FOR UNITED EQUIPMENT DEALERS ASSOCIATION

Guest Name _____
 Phone _____
 Address _____
 City _____ State _____ Zip Code _____
 Credit Card to Guarantee Reservation for late arrival _____ Exp. Date ____ / ____



Contact Crowne Plaza for your room reservations. * Return registration to: UEDA, PO Box 68, Dublin OH 43017, or fax to 614.889.0463.