

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.

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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