



THE FUTURE What's your plan?

2019 UEDA CONVENTION

February 12, 2019

CROWNE PLAZA AIRPORT • LOUISVILLE, KENTUCKY

DEALER REGISTRATION KIT

"Looking Forward" Manufacturer Panel



Bill Hurley
Vice President,
Aftersales & Customer Support
North America,
AGCO Corp.



Joe Miller
Regional
Sales Director,
Eastern Region,
Case IH



Darren Havens
Manager,
US Sales,
Eastern Division,
John Deere



Todd Stucke
Senior Vice President,
Marketing, Product
Support & Strategic Projects,
Kubota Tractor Corp.



Bret Lieberman
Vice President,
New Holland
North America

Plus ... these speakers ... and ... In-Line Roundtables !



Industry Luncheon
Curt Blades
Senior Vice President
Ag Services
A.E.M.



Morning Workshop
Rex Collins, CPA, CVA
Dealer Industry
Group Director
HBK CPAs & Consultants



Investing in Key Employees
Conner Bland
Account Executive
Federated Insurance

CONVENTION SCHEDULE OF EVENTS

Monday, February 11, 2019

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

Tuesday, February 12

- 8:00am Convention Registration opens
- 8:30am "Good Morning" Breakfast
- 9:30am **FOR THE LADIES! "Playing with Fire"**
Hand-blow your own glass Christmas ornament at Hyland Glass;
includes breakfast and lunch...with shopping, too!
- 9:30am **Welcome from the UEDA President**
Dan Booth, Booth Machinery, Crawfordsville IN
- Mergers, Acquisitions, and Business Succession: What's Your Plan**
Rex Collins, CPA, CVA, HBK CPAs, Greenwood IN
- 10:45am "Visit the Exhibits" and Door Prize Entry Time
- 11:30am **Annual Business Meeting**
UEDA President Dan Booth presiding
- Investing in Key Employees**
Conner Bland, Federated Insurance, Indianapolis IN

- 12:30pm INDUSTRY LUNCHEON -- Open to All!
- On the Doorstep of Transformation**
Curt Blades, Sr. VP, Ag Svcs, Associated Equipment Manufacturers
- 2:30pm Door Prize Drawing, courtesy of the Convention exhibitors
- 2:45pm "Looking Forward" Manufacturer Panel
Bill Hurley, AGCO Corp. Todd Stucke, Kubota Tractor Corp.
Joe Miller, Case IH Bret Lieberman, New Holland
Darren Havens, John Deere Kim Rominger, moderator
- 4:00pm "Visit the Exhibits" and refreshment break
- 4:30pm **In-Line Dealer Roundtables**
- 6:45pm UEDA "Friends & Fellowship" Hospitality
- 7:30pm BANQUET and ENTERTAINMENT
Could Be Worse!
C. Willi Myles, "America's Everyday Comedian", Wayzata MN

Wednesday, February 13

- 9:00am National Farm Machinery Show opens
Kentucky Fair & Expositions Center
- 6:00pm UEDA Reception for Exhibitors (dealers welcome)
Kentucky Fair & Expositions Center



Your Invitation... and the Manufacturer Panel Members

You're invited to attend...

...the 2019 UEDA Annual Dealers Convention. This year's theme, *The Future: What's Your Plan?* focuses on the need for all dealers to have a plan -- whether it's for acquisitions, mergers, business succession, or staying the course. Look this over -- 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.

Dealers, 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

"Looking Forward" Manufacturer Panel



Bill Hurley
Vice President,
Aftersales, Customer Support,
and Distribution Development,
North America
AGCO Corp.

Born and raised in central Texas, Bill earned a B.S. in Mechanized Agriculture from Texas A&M University and holds a Masters of Business Administration from Emory University. He has extensive experience in the farm equipment industry, having spent over 20 years in various positions with Deere prior to accepting a position with AGCO Corporation in 2009. Throughout his career he has been active in various local, regional, and national agricultural-related organizations. Bill currently serves on the boards of the Association of Equipment Manufacturers (AEM), the Georgia Agribusiness Council and Georgia FFA Association.



Joe Miller
Regional
Sales Director,
Eastern Region,
Case IH

Upon graduation from Purdue University in 2003, Joe started with Case IH. While in Racine, Joe served as Technical Support Agent for Steiger tractors and then Sales Support Manager for WI, MI, and NY. In 2006 Joe accepted his first field position as a Part & Service Sales Manager. Since that time, he has held various positions in sales and management with CNH Industrial Parts and Service and Case IH Sales. During this time, Joe also completed his MS in Agriculture Economics from Purdue University and his MBA from the Indiana Kelley School of Business. He also enjoys helping out with the family farm in Rochester, Indiana.



Darren Havens
Manager,
US Sales,
Eastern Division,
John Deere

Darren leads the sales team for John Deere's Agriculture and Turf Division for the Eastern half of the US. He is responsible for executing sales of John Deere's complete line of Agriculture & Turf products, along with parts and attachments sales through the dealer network. He is also responsible for ensuring the ongoing development of the John Deere dealer channel to support John Deere and John Deere dealers' aligned growth ambitions. Darren has been on the Deere team since 1995. He holds a BA in Agriculture Economics from the University of Illinois and has earned a MS/MBA from Purdue University.



Todd Stucke
Senior Vice President,
Marketing, Product
Support & Strategic Projects,
Kubota Tractor Corp.

Todd is an industry veteran with more than 25 years of experience in both equipment and agriculture. He is ultimately responsible for ensuring that Kubota's national sales, marketing, dealer development and product support strategies collectively achieve a 360° approach to customer experience excellence. Prior to his current position, Todd led the Ag & Turf Division for Kubota as Vice President of Ag & Turf from 2013-2015. Under his leadership, Kubota has introduced its first line of Kubota-branded hay tools and its M7 tractor series, marking Kubota's entry into the commercial livestock and row crop production markets.



Bret Lieberman
Vice President,
New Holland
North America

Bret joined New Holland in 1990 with a position in service parts. Bret continued to expand his experience with various roles in purchasing, human resources, quality management and haytools production. Prior to being appointed to his current position in 2015, Bret headed North America Manufacturing, where he was responsible for all agricultural and construction manufacturing plants since 2009. Bret holds a BS Degree in Business in Management from Bloomsburg University and a Masters in Business Administration from St. Francis College.



Moderator:
Kim Rominger
President/CEO
Equipment
Dealers
Association

Kim has 34 years of experience in equipment dealer association management, with the past 17 years serving in the capacity of CEO of regional equipment dealer associations. He has extensive experience with dealer-manufacturer relations, having served on the EDA Industry Relations Task Force since 2012. In addition to his responsibilities at EDA, Kim continues to serve as the Executive Vice President/CEO of the United Equipment Dealers Association (UEDA). He earned a BS Degree in Marketing from Indiana State University and an MBA from Indiana Wesleyan University.

Conference Workshop and Industry Luncheon Keynote



Rex Collins

Mergers, Acquisitions, and Business Succession: What's Your Plan?

A solid continuity plan is critical to any dealership and must address a variety of business issues. True planning ensures the transfer of ownership is smooth and that new management and the next generation of leaders are in place to see that the dealership continues to operate successfully. This session will help guide you through the ten steps of successful planning, how best to equip the next generation of management at the dealership, and what to do when your family has no interest in continuing the family business.

Rex Collins, CPA, CVA: Rex is a Principal at HBK CPAs and Consultants. He directs HBK's National Dealership Industry Group, which provides tax, accounting, transactional and operation consulting exclusively to dealers. With more than thirty years of experience, Rex specializes in valuations of dealerships; merger and acquisition, including negotiating financing and due diligence; forensic accounting; taxation; general business and financial consulting; and dealership accounting, operations, and management.

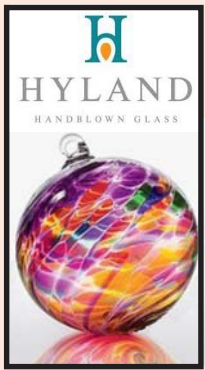
On the Doorstep of Transformation

It's often said the only thing you can count on is change. That certainly holds true when looking into the future of the agriculture industry. You need look no further than the technological advances in precision farming, big data, artificial intelligence, and autonomous equipment, or at the changing landscape of farm ownership. And we must not forget the "right to repair" initiatives around the nation or the ever-present challenge of workforce development. With pressures coming from all sides, it's to our benefit to sit up and take note of these industry-shaping trends -- and their impact on future equipment purchases.

Curt Blades: Curt is the Senior Vice President for Agriculture and Forestry at the Association of Equipment Manufacturers (AEM). For over 25 years, Curt has spent his career in the agriculture industry and his entire life as a farmer. Prior to joining AEM, he spent over 15 years with Meredith Corp. overseeing sales, marketing, business and operations for a number of respected national media brands including Successful Farming, Living the Country Life, Wood, and Do-It-Yourself.



Curt Blades



ESPECIALLY FOR THE LADIES! Playing with fire!

Let your creativity show -- by joining in the activity planned for the ladies attending the 2019 UEDA Convention!

Breakfast: Start your day with our "Good Morning" Breakfast in Crowne B that begins at 8:30am. Then meet First Lady Dee Booth in lobby at 9:30am for car-pooling and a "caravan" to Hyland Glass.

Hyland Glass: Here, you will work with hot glass up close, while staying at the cool end of the glass-blowing pipe at all times! The end result will be a beautiful Christmas ornament!

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

Investing in Key Employees



Conner Bland

Ever lose a promising employee? If you have, you know the costs related to turnover are high and getting higher as jobs become more specialized. Rewarding key employees and letting them know how special they really are to your business could mean the difference between keeping or losing a valued employee. But, to do that, you need benefits that work well both short- and long-term. During this session, learn about the triple protection option approach that your peers are using successfully to recruit and train top talent.

Conner Bland: Conner joined Federated Insurance in 2013 and held the position of Marketing Representative from 2014-2017. Conner was promoted to Account Executive in the Association Risk Management Services department where he currently services Federated's association relations in eight states: Indiana, Michigan, Kentucky, Ohio, Maryland, Delaware Virginia, and West Virginia.

BANQUET ENTERTAINMENT -- Could Be Worse!

C. Willi Myles: After surviving his childhood growing up with nine sisters and one brother in Alabama, Willi moved to Minnesota to attend college and play football. With his stories about growing up in the south and acclimating to the cold of Minnesota, Willi relates his experiences in a unique spin to life's everyday challenges by applying humor to them. Performing across the U.S. and abroad, his career highlights include several appearances on national television and at the legendary Apollo Theater in New York City. He has opened for many of the top musical and comedy acts throughout the country, has performed regularly on cruise ships and at casinos, and has performed in concert with some of the biggest names in entertainment.



C. Willi Myles

2019 UEDA CONVENTION "MONEY-BACK GUARANTEE" REGISTRATION FORM

Tuesday, February 12 • 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. *Please indicate the meal functions for which you need tickets:*

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 \$90

Name _____ \$95 / \$190 / \$225 \$ _____
 Dealership city: _____ Email: _____

Name _____ \$95 / \$190 / \$225 \$ _____
 Dealership city: _____ Email: _____

Name _____ \$95 / \$190 / \$225 \$ _____
 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 _____ \$ _____
 Dealership city: _____ Email: _____

Name _____ \$ _____
 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 2-11-19 thru 2-12-19 is \$142 per night
Room Rate 2-13-19 thru 2-17-19 is \$236 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: 1-11-2019. 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.