

GET EQUIPPED FOR THE FUTURE

AT THE INTERNATIONAL DEALER CONFERENCE



DECEMBER 5-7, 2018 | SCOTTSDALE RESORT AT MCCORMICK RANCH



WHERE SUCCESSFUL DEALERS MEET

Join us from **December 5-7** as we explore practical ways to make your dealership successful and profitable in 2019.





A 360° APPROACH TO YOUR BUSINESS

Skills for an Evolving Industry – Launch New Opportunities for 2019



In today's competitive North American equipment industry, dealership owners have to keep up with new standards. Owners are constantly looking for innovative ways to stay on the leading edge of managing people, tracking financial performance and much more.

That's why dealers plan to be at Scottsdale Resort at McCormick Ranch December 5-7, 2018. We've packed the 2018 WEDA Conference agenda with strategic insights and fresh thinking you can take home to put to profitable use right away.

“The core values of WEDA are to advocate, elevate and educate for the benefit of our members.”

*- John Schmeiser
CEO, Western Equipment
Dealers Association*



NEW FOR 2018
Roundtable Discussions
[Visit our website](#) to find out more!

Your Key Business Issues, Resolved

Our 2018 conference focuses strongly on education. We've assembled panels with top dealers, subject matter experts and trainers in our industry, along with speakers who bring expert insights on key issues. At WEDA 2018, we're digging deeper to get you answers to your key business challenges.



TWO FOCUSED DEALER PANELS

Panelist Speakers

[Leadership Panel](#)

Brett Barriage, CEO, Premier Equipment

Owen Palm, CEO, 21st Century Equipment

[Departmental Sales](#)

Tom Healy, Service Manager,
Burnips Equipment

Carrie Roider, CEO, Erb Equipment

Derek Davis, VP Sales & Marketing,
Agri-Service

PANEL ONE

An Organization That Sells Together Profits Together

Break down the inefficiencies of siloed sales, the benefits of providing solutions over services and the importance of internal relationships.

PANEL TWO

Unleash Your Inner Superhero

Keep employees energized, equip leaders with the tools to be all-stars and find out how succession plans work for you.

MAJOR LINE MANUFACTURER-DEALER MEETINGS

Hear first-hand what the major line manufacturers are thinking, doing and planning for 2019 and beyond. On Friday, December 7, at 10:15 a.m., dealer meetings will occur with representatives of the leading manufacturers.

[View full conference agenda](#)

KEYNOTE ADDRESS

NAFTA and Tariffs

Brian Hancock, executive vice president and chief marketing officer of Kansas City Southern Railroad, begins our conference with a North American and global perspective on the imposed tariffs and the North American Free Trade Agreement (NAFTA). By the time December arrives, we may have a clearer picture of NAFTA, the effects of the tariffs, and the interactions between Canada, Mexico and the United States. Get an up-to-date look at how these events affect you and your customers.

Following this presentation, our WEDA VP of government affairs, Eric Wareham, will provide a closer look at the trade and tariff issue from the perspective of equipment dealers in our regions. This will set up a discussion format with Brian and Eric entertaining questions from dealers.

SESSIONS

Next Generation Leadership: Proven Strategies to Attract, Retain and Engage Millennial Talent

Ryan Jenkins, internationally recognized speaker and author of "The Millennial Manual: The Complete How-to Guide to Manage, Develop and Engage Millennials at Work," will deliver this year's keynote address at 3 p.m. on Thursday, December 6. Ryan helps organizations gain clarity around millennials and Generation Z so that leaders can effectively lead, engage and sell in today's multi-generational workplace.

FEATURED SESSION

The Digitization of Agriculture: Obstacles and Opportunities - Devin Dubois, CEO, FieldAlytics Canada

What's Your Purpose in Precision? Is it primarily to run a profitable business or to support your core equipment business? Your objective needs to be clear in order to craft the right plan for your dealership and effectively measure success.

Service vs. Widgets. What constitutes a precision department inside a dealership? Precision helps make sense of information generated by widgets and equipment.

Working with Third Parties. Dealers can provide integral support to their customers' other trusted advisors. What can you do to elevate the third parties supporting customers in your region?

Legislative and Regulatory Issues in Focus

Those in agriculture understand that changes in the law can impact businesses the same way changes in market prices can. A change in a state or federal tax law may greatly impact a dealer's succession plan. A court decision may bring new requirements on an operation. This session will provide an educational review of the top 2018 legal decisions that impacted agricultural dealers. At the same time, the presenters will give participants an idea of what to be prepared for in 2019. Participants will learn about resources available to aid operators in keeping up with legislative and regulatory changes.



CONFERENCE HOTEL AND REGISTRATION

The Scottsdale Resort at McCormick Ranch

7700 East McCormick Parkway
Scottsdale, AZ 85258

Take advantage of our conference rate of \$195/night plus applicable taxes. Mention Western Equipment Dealers Association when you make your reservations by November 6, 2018. Call direct at (800) 540-0727 or reserve your room online [here](#).

If space is available, this rate will be extended three days prior and after our conference.

Check-in time is 4:00 p.m. with checkout at noon.

WEDA SPOUSE TOUR (Optional)

Taste It Tours of Scottsdale will take us on a food journey through Old Scottsdale while learning about special sites and peeking in a few stores along the way. This tour, a mixture of walking (one mile total) and riding the trolley, features stops at several restaurants. Each stop will showcase the most popular items at each establishment, and several are paired with a signature cocktail. Wear comfortable clothing and shoes.

Note: They are unable to accommodate for vegan, gluten-free or other dietary guidelines. They can accommodate vegetarian but no substitutions.

FALL GOLF CLASSIC

The 2018 Fall Golf Classic will be held on Wednesday, December 5, on the Pine Course at the McCormick Ranch Golf Club, in Scottsdale, Arizona.

Arizona Golf Review describes the course: "McCormick Ranch Golf Club features two Desmond Muirhead-designed 18-hole championship courses, along with fine amenities that make this property one of the top golf destinations in Scottsdale. The green complexes are a bit less raised and more accessible than those on the Palm Course, making the Pine a little more playable for the average golfer."

Registration – 11:00 a.m.

Lunch – 11:30 a.m.

Shotgun start – 12:30 p.m.

Awards – At the Welcome Reception

Fees include: Lunch, green fees, golf cart, prizes and fun! The Western Equipment Dealers Foundation was formed to provide funding for charitable purposes related to the shortage of properly trained technicians for our equipment members. The Foundation is operated by a group of volunteer dealers and association staff who coordinate the Foundation's activities:

1. To continue our support for the WEDA Industrial and Farm Equipment Technician Program at OSU Institute of Technology – a cooperative two-year college-level technician education program that leads to an associate in applied science degree with a major in industrial and farm equipment technology. The program is exclusively by and for Western Equipment Dealers Association members.
2. To establish scholarship programs at post-secondary educational institutions for deserving students and member employees interested in pursuing a degree program relative to the equipment industry.

The tournament will be a fundraiser for the Western Equipment Dealers Foundation. The format will be a four-person scramble, which makes it fun for every golfer – even those who are less skilled.

Register [Now](#)

Peer-to-Peer Networking Opportunities

In addition to top-rated learning sessions, the WEDA 2018 International Conference features plenty of opportunities to connect and network with colleagues and industry thought leaders from across North America in a collaborative and casual setting.