WESTERN
Equipment Dealers Association

638 W. 39th St. (64111)
PO Box 419264
Kansas City, MO 64141-6264
USA

Phone: 816-561-5323
Fax: 816-561-1249
Toll-free: 800-762-5616
E-mail:
oholcombe@westerneda.com

FAST FACTS:

July 16-17

Kansas City, Missouri
Stoney Creek Hotel & Conference Center
18011 Bass Pro Drive
Independence, MO 64055

October

We return to Austin, Texas! More details to come!

Program 2
Speakers 3
Sponsors 5
Agenda 6

2019 Dealers of Tomorrow Seminars

This year's Kansas City Dealers of Tomorrow program will focus on generational differences. This will go beyond learning about what is different to focus on what you need to do differently to sell to different age groups—and how to hire, coach and lead your employees.

Once again, participants will have the opportunity to attend a Kansas City Royals game.

We have reserved a luxury suite, so you can enjoy the evening in air-conditioned comfort or brave the heat and sit in stadium seats.

Either way, it's a great way to see a game and enjoy the company of other dealers to discuss the day's activities or how to solve day-to-day management issues.

This year's program will include lots of take-aways to help you do a better job when you return to your dealership: Larry Cole's leadership and coaching program will include a train-the-trainer component!

Plan to attend this informative program in either location. You'll have the opportunity to meet and visit with other dealers/managers like you. Be a part of this exciting program.

Steering Committees Make Sure the Content is Relevant!

Kansas/Missouri

Chris Scott, Chairman – Crown Power & Equipment, Eldon, Missouri

Chad Frick – KanEquip, Inc., Dodge City, Kansas

Troy Leith – Heritage Tractor, Inc., Abilene, Kansas

Kevin Schoendaler – Hoxie Implement Co., Inc., Hoxie, Kansas

Brandon Watkins – Heritage Tractor, Inc., Nevada, Missouri

Oklahoma/Texas/NM

Quin Hanson – Lawson Implement Co., Goldthwaite, Texas

Steve Lowe – Lowe Tractor & Equip., Henderson, Texas

Lance Potts – Hlavinka Equipment Co., East Bernard, Texas

Brant Reed – Quality Implement Co., Munday, Texas

Ben Rutland – Austin Turf & Tractor, Farmers Branch, Texas

"Dealers of Tomorrow" is a special initiative of Western Equipment Dealers Association. The mission of the Dealers of Tomorrow program is to provide outstanding educational experiences for equipment dealers.

WEDA is grateful for the participation of these members in planning the Dealers of Tomorrow programs. If you are interested in serving on the Steering Committee, please talk to any current committee member or visit with WEDA staff.

Prospering in Turbulent Times

Strategies to Pull Customers Close, Increase Sales & Maximize Profits—Kizer & Bender

Today's consumers have more choices than ever before. Customers can buy what you sell in any number of places, this means you must be better than ever, doing things that make your store different; special, memorable – cool things that make customers choose your store above all others. Join consumer anthropologists Rich Kizer and Georganne Bender as they share what it takes to be successful in today's crazy and competitive marketplace. You'll learn:

- What Customers Expect From Their Stores of Choice
- How to See Your Store Through Your Customers' Eyes
- Positive Perception Building Strategies that Lead to Increased Sales
- Street Savvy™ Relationship Building Techniques to Spin Your Doors

Prospering in Turbulent Times! is loaded with strategies, tactics, tips and techniques every retailer needs to know. You'll leave with great ideas you'll be able to implement the second you return to your business!

Hiring and Leading Millennials!—*Jim Welch*

What are the keys to success in recruiting, hiring, on-boarding, and leading millennials? How do you emotionally connect as a leader with millennials? How do you coach, develop, and create a culture millennials will embrace in the workplace? What are the pitfalls to avoid when hiring and leading millennials? Jim will provide you with real world techniques you can implement right away to help you achieve success.

Special Bonus Session:

Governmental Affairs Federal & State Overview

WEDA CEO John Schmeiser will present a roadmap for the association to follow that will help guide decision making and taking action that is results oriented.

When executed properly, these efforts will expand the size and scope of the association's influence. The growth of the association in members and geographical area will lead to a commensurate expansion of influence and the ability to achieve desirable policy outcomes.

Equipment dealers have been an integral part of the agriculture economy for the past century, and continued involvement in the political arena will ensure that role for the next century.

During this session you will learn about our current legislative focus, issues that impact dealers, and how you can engage in advocacy efforts.

GenerationSpeak! *Kizer & Bender*

You can't connect with people if you don't know who they are! The times they are a-changin', and so are your customers. Each day you work with three tribes of consumers, each one with a very different approach to shopping, building relationships, trust and confidence.

During this presentation you'll meet: **Generation Z**, the first fully digital generation of hyper-connected multi-taskers who speak "slanguage" and don't understand the concept of unplugging. By 2020, Gen Z will be 40% of all consumers, with $44 billion in annual spending; the **Millennials**, who hold $200 billion in annual buying power are our most diverse generation yet—they rely heavily on friends, blogs and social medias before making a purchase; **Generation X,** a family-oriented, tech-smart generation that's both independent and skeptical; and the **50+ ZOOMERS**, a combination of the **Baby Boomers** and the **Greatest Generation**, who have morphed into one huge group of consumers with deep pockets and special needs they won't admit, but you need to know.

Consumer anthropologists Rich Kizer and Georganne Bender have done the research. Through observation, focus groups and one-on-one interviews with consumers of every generation, they share what it takes to serve your customers the way they want to be served. You'll learn what each generation expects from a visit to your store, and what they say drives them to your closest competitor.

Seriously, who are these people and what do they *REALLY* want? This isn't your typical "meet the generations" program. You'll learn what the age-gap means to your business, plus, how each generation is killing off industry sacred cows. You'll leave armed with the know-how to give each generation what they want, when they want it, the way that they want it!

Coaching Employees for Peak Performance: Do You Have What it Takes?— *Dr. Larry Cole*

Coaching employees for peak performance is more than simply providing employees feedback. To be effective, the coach first must see themselves as a teacher and be willing to complete those responsibilities, and then, the employees must be eager participants in their talent development. Our focus during this class is providing tools for your managers to be more effective coaches.

This class has two overriding objectives: One is to introduce WEDA's comprehensive coaching model, which encompasses 1) the dealership's responsibilities, 2) the responsibilities for the coach and student, 3) the Personal Improvement Plan and 4) the coaching talent development process. Second is participating in "hands-on" exercises that will give you a jump start to become a more effective coach. You'll learn: 1) What it takes to be an effective coach; and 2) Coaching tools that can be applied regardless of whether your dealership is serious about creating a culture of talent development or not.

Kizer & Bender

Rich Kizer and Georganne Bender are consumer anthropologists, speakers, authors and consultants whose client list reads like a "Who's Who" in business. Companies internationally depend upon them for timely advice on consumers and the changing retail market place.

KIZER & BENDER are contributors to MSNBC's television program *Your Business.* They made *Meetings & Conventions Magazine*'s list of Meeting Planners' Favorite Keynote Speakers, have been named two of Retailing's Most Influential People, are included in the Top 40 Omnichannel Retail Influencers, and the Top 50 Retail Influencers four years running. Their award-winning Retail Adventures blog was named the Top Retail Blog by PR Newswire Media, and is included in the Top 25 Websites for Retailers, Top 50 Retail Blogs, and the 7 Best Retail Publications just to name a few. KIZER & BENDER are partners and emcees for the popular Independent Retailer Conference.

Rich and Georganne are experts on generational diversity, consumer trends, marketing and promotion, and everything retail.

As consumer anthropologists they stalk and study that most elusive of mammals: today's consumer. Any speaker can talk about consumers, but they actually become them.

In addition to focus groups, one-on-one interviews and intensive on-site studies their research includes posing as every kind of customer you can imagine. The result of their research is literally straight from the mouth of the consumer: solid ground level intelligence you can use to better serve your own customers.

Jim Welch, The Practical Growth Leader

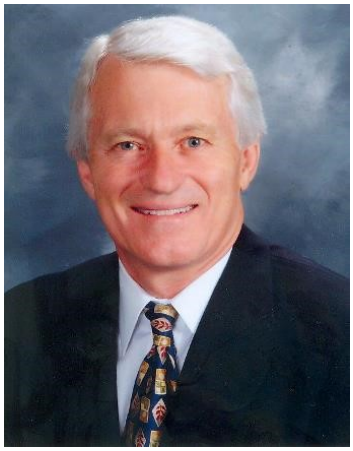
President and Founder of "The Growth Leader, Inc.", Jim brings over 25 years of marketing leadership passion working for Hallmark and Procter & Gamble, two of America's most iconic brands.

Jim has hands-on Senior Vice-President and Chief Marketing Officer leadership experience and a consistent track record of utilizing proven techniques to effectively lead teams that achieve winning top line and bottom line results.

His teams consistently ranked in the top 5% of Gallup Survey scores of engaged employees at all levels. Jim combines energy, passion, tenacity and commitment in order to facilitate growth.

As a Corporate Officer elected by the Hallmark Board of Directors and Senior Vice-President of Marketing reporting to the President, Jim was responsible for Brand Strategy and Portfolio Management, Advertising, Promotion, the Hallmark Hall of Fame, Market Research, Customer Relationship Management, online marketing, licensing partnerships, retailer marketing and customer loyalty programs.

Dr. Larry Cole, Dealer Institute Management Consultant



After completing a Ph.D. in Psychology from the University of Oklahoma, Larry served on the faculty of Arkansas Tech University as a CEO of a Comprehensive Mental Health Center, and founded his consulting company, TeamMax®, in 1989.

Since then, he has specialized in improving leadership effectiveness and teamwork while fostering the fact that *frustration is your best friend.*

He created the TeamMax® Advantage methodologies to measure behavior change in real time.

Larry has authored 10 books and hundreds of articles appearing in professional and trade magazines. He has worked with a variety of industries including the agri-business market during the last 10 years.

John Schmeiser, WEDA CEO

John Schmeiser is the CEO of the Western Equipment Dealers Association (WEDA): an international trade association that represents farm, industrial, construction and outdoor power equipment dealers in nine U.S. states and Canada.

WEDA was established through the merger of the Canada West Equipment Dealers Association and SouthWestern Association in 2014 and the Pacific Northwest Association in 2015. WEDA is the largest organization of its type, representing over 1,250 equipment dealers in its three regions in North America.

Schmeiser joined the Canada West Equipment Dealers Association as its Executive Vice President and CEO in 1996. He reports directly to the WEDA Board of Directors, which consists of nine Canadian and U.S. based equipment dealers and a Director at-large. WEDA has a staff of 23 located in offices in Salem, Oregon; Kansas City, Missouri, and Calgary, Alberta.

Schmeiser is responsible for the overall management, operations, and strategic direction of the association.

Tax Deductible Education Expense – Under certain circumstances, the Internal Revenue Service allows an Income tax deduction for education expenses undertaken to maintain or improve professional skills, including registration, meals, travel and lodging. Please consult your tax professional before taking any deduction.

Special Needs or More Information – If anyone requires disability assistance, a special diet, or special accommodations during the seminar, or if you need more information, please contact Olivia Holcombe at 816-561-5323 or 800-762-5616.

WESTERN Equipment Dealers Association

DEALER INSTITUTE

Batter Up!

In Kansas City, participating dealers are invited to attend a major league baseball game — at Kauffman Stadium, home of the Kansas City Royals. You'll see an exciting major league game from our private luxury suite.

These are some of the best seats in the house, and you'll enjoy an upscale menu in air-conditioned comfort. Or, step through the doors to outside seating. Either way, you'll get the VIP treatment. An additional charge of $60 to participate in this event, valued at $155 per person. Transportation provided.

Who Should Attend ?

This workshop is for owners, mid-level managers, department managers, and key dealership personnel. Consider bringing several staff members so they can share ideas and return to implement them at your dealership.

While the Dealers of Tomorrow programs are planned by younger dealers, the programs are designed for everyone – no matter your age, line of equipment, or management position. If you want to be up-to-date on managing your dealership in a 21st century way, plan to attend.

Many Thanks to our Sponsors for their Support!

Dealers of Tomorrow is presented by:

It's Our Business to Protect Yours®
FEDERATED INSURANCE®

Platinum sponsors:

AgDirect®
Simple. Fast. Flexible Financing.®

basic
SOFTWARE SYSTEMS

Gold Sponsor:

SEIGFREID BINGHAM

Silver Sponsor:

cardconnect™

Bronze Sponsors:

TractorHouse

TFB
Tax Favored Benefits, Inc.

JULY 16-17 (TUESDAY-WEDNESDAY), KANSAS CITY, MISSOURI

Tuesday, July 16, 2019

11:30 a.m. — Registration

12:00 p.m. — Kick-off Luncheon:
" Prospering in Turbulent Times: Strategies to Pull Customers Close, Increase Sales & Maximize Profits" — Kizer & Bender

1:30 p.m. — ***"Government Affairs Update"*** — John Schmeiser

2:15 p.m. — "***Hiring and Leading Millennials!"*** — Jim Welch

3:15 p.m. — Break

3:30 p.m. — **"GenerationSpeak!"**— Kizer & Bender

5:30 p.m. — **Kansas City Royals vs. Chicago White Sox** —
Enjoy the game from our luxury suite! Transportation provided.

Wednesday, July 17, 2019

7:00 a.m. — Breakfast (included in hotel registration fee)

7:30 a.m. — ***"Coaching Employees for Peak Performance"*** — Dr. Larry Cole

9:30 a.m. — Break

10:00 a.m. — Dr. Larry Cole (continued)

Noon — Meeting adjourns

HOTEL INFORMATION

Our meeting will be held at Stoney Creek Hotel & Conference Center, 18011 Bass Pro Drive, Independence, MO 64055. A special room rate of $109 single/double occupancy has been arranged for this meeting. To book a room, call 800-659-2220, and ask for the WEDA Dealers of Tomorrow room block to secure the best rate. *Reservations must be made by* ***Friday, June 14,*** to take advantage of the conference rate.

WESTERN Equipment Dealers Association

DEALER INSTITUTE