

FROM SURPLUS ▶▶▶▶▶ TO SOLD



**NORTH AMERICAN
DEALER CONFERENCE**
WHERE SUCCESSFUL DEALERS MEET

DRIVING THE FUTURE OF USED EQUIPMENT REMARKETING



**WHERE SUCCESSFUL DEALERS MEET.
WHERE THE INDUSTRY MEETS THE FUTURE.**

The 2019 North American Dealer Conference delivers two packed days of keynote sessions, in-depth workshops, peer-to-peer dealer panels, executive-level networking, industry celebration and a well-earned round of golf to support a great cause. Join us and bring your team.

Register today! www.nadealerconference.com | #NADC2019





▶▶▶▶▶ Ideas, tactics and technologies to move your business ahead

Are you selling your equipment, serving your customers and marketing your business the way you did 10 years ago? Most North American dealers would say no. Equipment is changing, customers' expectations are ratcheting-up and marketing just isn't what it used to be. Technology and innovation are the key factors behind this shift.

To be successful over the next decade, you'll need to rethink what you do and how you do it. You need to take the tools and ideas disrupting the industry and make them your competitive advantage.

Start here, at the 2019 North American Dealer Conference. With an intensive two-day agenda of learning and networking, this conference takes the issues you've identified as key, and dives fast and deep to give you answers. You'll go home informed and inspired to turn today's challenges into opportunities.



Actionable insights, new tools for used equipment remarketing

Dealers across North America tell us that a growing inventory of used equipment is among the biggest issues they face. Complicating matters, buyer expectations for information and service are changing. Solving your used equipment challenge with smart business tactics is at the heart of the 2019 North American Dealer Conference, with a new format and twice the educational content including discussion panels, workshops and keynotes looking at this issue from different perspectives.



“Today, a constant stream of new technology is making traditional dealer marketing and sales practices less and less relevant. The big opportunities of the next 10 years will be captured by those who adapt positively and change effectively.

The 2019 North American Dealer Conference offers fresh thinking and new tools to succeed. It's an event that should not be missed.”

*John Schmeiser, CEO
Western Equipment Dealers Association*



▶▶▶▶▶ Two idea-packed days of learning and networking

KEYNOTE PRESENTATIONS AND WORKSHOPS

Cultivating the Omnichannel Farmer

David Fiocco, Partner, McKinsey & Company

Smart agriculture suppliers are giving farmers what every consumer wants: a digital interface for speed and convenience and human interaction when they need it. In this informative session, learn how they're doing it.

Farmer of the Future

Brett Sciotto, President and CEO, Aimpoint Research

Imagine a future where 5% of farmers produce 75% or more of North America's farm output. That's what the industry could look like just 20 years from now. How will the needs of these mega-farmers affect your dealership? This ag research company leader has answers.

In Pursuit of More: Selling More in Today's New Economy

Colleen Francis, Founder and President, Engage Selling Solutions

Go deep inside the mind of today's buyer. They're price-sensitive yet strapped for time, mobile-powered but craving personal connection, overwhelmed by choice but ready to trust. Here's how you can shift your business model to reach these buyers and sell more.

Expected Industry Disruptions in the Next 10 Years

Kevin Peesker, President, Microsoft Canada

The changes seen by equipment dealers over the past decade have been many and significant. Turns out we're just getting warmed up. For our final keynote, here's a guided journey around the biggest disruptions you'll see from now to 2029.

Future 4.0: Capitalizing in a Decade of Uncertainty and Disruption

Tom Morrison, Author, Speaker and Life Coach

Over the next 10 years, innovative uses of new technology will disrupt (if not displace) many existing business models, including yours. By knowing this and preparing proactively, you can improve your business's resilience and face the future with energy and confidence.

PEER-TO-PEER DEALER PANELS

Technology-Driven Sales: How CRM Adoption Fuels Equipment Sales

Join us for a facilitated panel of equipment dealers discussing how they put the customer first and maximize the use of CRM technology to convert more leads into sales, retain more customers and market their inventory successfully.

Account Planning: Shared Goals? Shared Success

Creating successful strategic account initiatives requires the right tools, the right processes and the right talent. This panel will outline how they're addressing the requirements for aligned, effective strategic account planning.

Transforming Equipment Remarketing Practices

Large volumes of used equipment inventory are causing major challenges for dealers across North America. With new technology driving changes in buyer needs, long-standing remarketing practices are coming up short. These dealers will outline their best strategies.

DON'T MISS THESE SESSIONS

Where We are Heading: the 2020 Elections and the Shifting Political Landscape

David Wasserman, Political Analyst, House Editor, The Cook Political Report

This leading political observer offers an informed perspective on how 2020's busy electoral calendar will influence the policies that affect your business.

Legislative Landscape

Eric Wareham, Vice President, Government Affairs, WEDA

How are federal, state and provincial governments affecting your business? This update will cover the key issues at stake, a look ahead to 2020 and share WEDA's *Advocate* strategy.

Manufacturer Panel

This one-hour panel puts you up close as manufacturer representatives share their market views and plans for the coming year.



2019 NORTH AMERICAN DEALER CONFERENCE | NOVEMBER 19 - 21, 2019 | SCOTTSDALE, ARIZONA

▶▶▶▶▶ New features, old favorites

FARM EQUIPMENT EXECUTIVE BUSINESS EXCHANGE



EXECUTIVE BUSINESS EXCHANGE

Hosted by the editors of *Farm Equipment* magazine, this first-ever event involves face-to-face meetings between interested equipment dealers and carefully selected corporate sponsors. With coordinated agendas and advance scheduling, this unique networking opportunity is a win for everyone involved. **Dealers:** To learn more or sign up for the *Farm Equipment* Executive Business Exchange, please contact Kim Schmidt at (262) 777-2431.

WORLD-CLASS GOLF, FOR A CAUSE CLOSE TO HOME

The Western Equipment Dealers Foundation 2019 Fall Golf Classic takes place on Tuesday, November 19 at the Westin Kierland Golf Club. All funds raised through the 2019 Fall Golf Classic will go toward the Foundation's mission to help create education and workforce development programs and establish and fund scholarship programs to ensure we continue to have the people and the skills to be successful well into the future. To date, WEDA has raised more than \$90,000 through fundraising events with over \$70,000 in matching scholarship funds provided to dealership employees.

Registration: \$250 per player by October 25, 2019

Fees include: Lunch voucher, green fees, golf cart, prizes and fun!

IT'S A PARTY NOW

The 2019 Banquet Dinner & Industry Awards, the centerpiece of the North American Dealer Conference, will be a great night out. Connect with new and long-time colleagues and celebrate those who truly made a difference over the past year.

SPOUSE PROGRAM

Bring your spouse for a fun-filled few days in sunny Scottsdale while they participate in customized activities featuring the best this Arizona town has to offer! Check our conference website for the most recent details on spouse activities.

THANK YOU TO OUR DEDICATED SPONSORS

Our partner organizations are helping to make the 2019 North American Dealer Conference possible. We thank them for their support and their belief in a bright future for our industry.

www.nadealerconference.com/sponsors

2019 North American Dealer Conference: Register today

SINGLE REGISTRATION (MEMBER): \$575.00

SINGLE REGISTRATION (NON-MEMBER): \$750.00

SPOUSE REGISTRATION: \$400.00

GOLF TOURNAMENT: \$250.00

WESTIN KIERLAND RESORT & SPA: HOME OF THE 2019 NORTH AMERICAN DEALER CONFERENCE

This inspiring retreat, located in the heart of 'new' Scottsdale, will fill you with a sense of old Arizona and delight you with a fresh, modern destination. Your exclusive NA Dealer 2019 rate is only \$179 per night (plus applicable taxes and fees). Book your room today at the NADC exclusive rate: www.nadealerconference.com/venue.



**NORTH AMERICAN
DEALER CONFERENCE**

WHERE SUCCESSFUL DEALERS MEET

Register today! www.nadealerconference.com | #NADC2019