

## MONDAY

### Conference Keynotes, Seminars, and Workshops

#### WELCOMING LUNCHEON -- A Decade of Leadership



We said we would never forget. Our special Mid-America Equipment Retailers Association opening keynote presentation will focus on the key business leadership lessons learned during the last decade which was fraught with crisis and business changes never seen before.

International business consultant and speaker Patrick H. McGaughey has been invited to share his unique perspectives on the past decade as they pertain to our leadership roles in business. The lessons learned from 9/11, Katrina and the 2008 economic crisis will be put into a business perspective that has audiences standing and applauding not for the speaker, but for the heroics of those people that provided the lessons we must never forget. Courage, ethics and leadership are all part of this dynamic presentation MAERA members will be able to "implement" in their own dealerships.

*Patrick H. McGaughey, CPF:* Patrick is a business consultant and speaker with a 30 year resume of sales successes where he rebuilt three radio stations, three chambers of commerce and one urgent care medical facility to financial success. His information is based on experience, not theory.

#### Analyzing Dealer-Supplier Agreements and Contracts



Do you have questions about dealer agreements and financing agreements? What are the current trends? Why are they relevant to dealers? What is the association involvement/process? What about dealer terminations based on market share? Or ownership changes? Or dealer succession plans?

Are you familiar with trends in pursuing uniform dealer protection legislation across the nation? Have other questions? Bring them to the Convention, and attend this powerful session.

*Lance Formwalt:* Lance is a shareholder in the law firm of Seigfried Bingham Levy Selzer & Gee. He serves as legal counsel to several equipment dealer associations, including the North American Equipment Dealers Association, and also represents numerous individual equipment dealerships. In this capacity, Lance assists dealers and their associations in a wide variety of matters, 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.

#### In the Blink of an Eye...A Fresh Look at Distracted Driving

What's more dangerous than being distracted while driving? Believing you aren't. Distractions are so common and appear so harmless that we may not realize them as dangerous. Further, we may not even realize how often we ourselves are distracted from our most important job -- driving the vehicle safely. With distracted driving-related accidents for commercial drivers exceeding weather, failure to yield, and following too closely *combined*, it's time to re-think what affects the driving of our employees as well as friends and family.



*Scott Warren:* Scott joined Federated Insurance in 1992 as a Marketing Development Trainee. He spent 4 years as a Marketing Representative in Hattiesburg, MS where he consistently earned top awards. His success continued when he was appointed to a District Marketing Manager position in Florida in 1996. After 11 successful years in Florida and the Mississippi/Louisiana district, Scott was promoted to Regional Marketing Manager for the Great Lakes Region in April 2007. In April 2011, Scott was appointed to his current position of Director of Association Risk Management Services in Federated's Home Office in Owatonna, Minnesota and was also named Vice President.

### ESPECIALLY FOR THE LADIES!

#### Monday Luncheon, Tuesday Activity, Tuesday Luncheon...and Shopping!

First Lady Yvonne Gwynn has planned several activities for the ladies attending the Convention!

**Monday Luncheon:** The ladies are off to a "yet-to-be-determined" location for lunch and an afternoon of time together.



**Tuesday Morning Activity:** Following last year's quilt-making time for "Project Linus", Yvonne has arranged for the ladies to assemble "gift bags" for children who have in-patient stays at Kosair Childrens Hospital in Louisville.

**Tuesday Luncheon:** A "Ladies Only" luncheon is planned in the Blue Horse Cafe at the Crowne Plaza. Yvonne is also making arrangements for a staff member of Child Life from Kosair Childrens Hospital to be on hand to talk about their services and to accept the care packages.

**Shopping:** Following Tuesday's luncheon, the ladies can enjoy an afternoon of shopping on their own.

## TUESDAY

### Conference Keynotes, Seminars, and Workshops

#### "Maximizing Your Distributor Relations" Panel



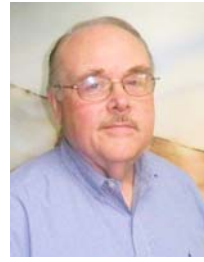
Tom Jones  
Bryan Equip. Sales



Adam Crozier  
Ford Distributing



Dave Flowers  
Flowers Equipment



Joe Funk  
General Power



Ron Monroe  
Hayward Distributing

Distributors play a vital role in the power equipment industry, providing the local link between dealers and manufacturers -- your source for wholegoods and parts -- and often your first contact for warranty and technical service information. We have assembled a panel of key distributor management personnel to explain what distributors need from dealers to ensure smooth, consistent operation. Our panel represents distributors who provide top quality goods and services to thousands of retailers in the Midwest and across the country. Come, ready to listen, ready to share concerns and issues, and ready to ask questions. Don't miss this opportunity to help make marketing and servicing of equipment easier and more profitable for all.

#### Helping Dealers Succeed: A NAEDA Report



The slogan for the North American Equipment Dealers Association (NAEDA) is "helping dealers succeed." Among the top priorities are manufacturer relations and federal legislation. NAEDA also provides educational, financial, and legal assistance to its 5,000 dealers in the United States and Canada. This session will provide an update on the work NAEDA is doing on behalf of dealers across the US, including a Task Force 2100 update.

*Paul Kindinger:* Paul Kindinger is president and chief executive officer of the North American Equipment Dealers Association (NAEDA). Prior to joining NAEDA in 2001, Kindinger previously served as president/CEO of the Agricultural Retailers Association; was a former Washington, D.C. lobbyist; and governmental relations advisor for Kahn, Soares & Conway. He's also a former director of agriculture for the state of Michigan (1983-89) and he served as director of public affairs and a special advisor (1989-91) to former U.S. Secretary of Agriculture Clayton Yeutter in the administration of President George H.W. Bush. A native of Michigan, Paul and his wife Carol currently reside near St. Louis, Missouri.

#### Manufacturer Luncheons and In-Line Dealer Round Table Discussions

Division/Regional Managers from these manufacturers participate in the Round Table discussions that occur immediately following the manufacturer-sponsored luncheons.



#### Sold on Selling -- A "must hear" session for your sales personnel!



Marketing is hoping. Selling is closing. One is often easier than the other but the pressures and anxieties of selling often get in the way of building a profitable business. This afternoon workshop will help sales managers and salespeople look at the obstacles of selling and provide participants with perspectives and lessons to build more sales in our dealerships.

Why "Sell" rhymes with Hell -- from the fear of rejection to the quota pressures most salespeople face, the job of selling can become a living Hell. While there are hundreds of answers to overcoming objections, the anxieties still exist and they make finding the answers more difficult. This conference session will address skills, strategies and perspectives sales managers can take back and add to their training programs and attending sales representatives can learn firsthand by focusing on the issues facing them.

Highlights of the workshop include helping customers buy with knowledge, utilizing the number #1 emotion to improve sales and making sales goals (quotas) a tool instead of an obstacle. Other highlights will include why some sales teams always seem to win while others hit and miss. Attendees will also learn about "Fish on!" marketing skills to gain permission to sell your products and services to everyone you meet!

*Patrick H. McGaughey, CPF:* Patrick is a business consultant and speaker with a 30 year resume of sales successes where he rebuilt three radio stations, three chambers of commerce and one urgent care medical facility to financial success. His information is based on experience, not theory. Be ready for a machine gun of information to help increase sales in your dealership!