



Mid-America
Equipment
Retailers
Association

2012 MAERA CONVENTION

February 13 • February 14 • February 15, 2012

CROWNE PLAZA AIRPORT • LOUISVILLE, KENTUCKY

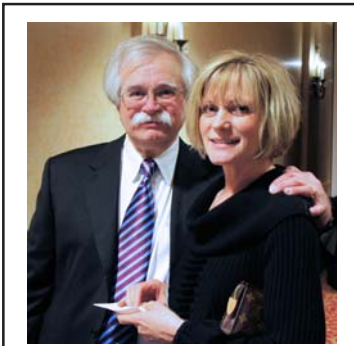


**Reach
for a star**



DEALER REGISTRATION KIT

We invite you to attend.....



MAERA President Brown Gwynn
First Lady Yvonne Gwynn
Limestone Farm Lawn Worksite

...the 2012 MAERA ---Annual Dealers Convention. That's the word President Brown Gwynn and First Lady Yvonne Gwynn would like to share with each MAERA member.

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.

Just (1) return a completed registration form to the Association office and (2) reserve your room at the Crowne Plaza Airport. If you can't attend the entire Convention, use the reduced Single Day registration.

50% First-Timer discount

for first-time attendees; includes single-day registration!

\$80 Early Bird registration savings for all dealers!

Not a member? No problem !

The same low registration rates apply!

FEATURED TOPICS

Dealer Agreement Attorney

Where else can you talk with an attorney for FREE?

Distributor Panel

Bryan Equipment Sales, Ford Distributing, General Power, Flowers Farm Equipment and Hayward Distributing

Sold on Selling

featuring Patrick McGaughey, CPF

CONVENTION SCHEDULE OF EVENTS

Sunday, February 12, 2012

6:00pm President's Dinner for Past Presidents and Directors

Monday, February 13

7:30am Convention Registration opens

8:30am Board of Directors Meeting

12:00pm WELCOMING LUNCHEON

Welcome from the MAERA President

Brown Gwynn, Limestone Farm, Lawn, Worksite, Elizabethtown KY

A Decade of Leadership

Patrick McGaughey, CPF, Activating People, Coeur d'Alene ID

2:15pm Analyzing Dealer-Supplier Agreements and Contracts

Lance Formwalt, Seigfreid, Bingham, Levy, Kansas City MO

4:00pm In the Blink of an Eye -- A Fresh Look at Distracted Driving

Scott Warren, Vice President, ARMS, Federated Insurance

4:00pm Visit the Exhibits

6:30pm Grand Reception — "Show your Colors: Red, White & Blue"

featuring DJ Doug Crawford and his music machine

Tuesday, February 14

8:00am Registration opens

8:30am Annual Business Meeting

MAERA President Brown Gwynn presiding

8:40am Helping Dealers Succeed: A NAEDA Report

Paul Kindinger, President/CEO, NAEDA, Fenton MO

9:30am "Maximizing Your Distributor Relations" Panel

Adam Crozier, Sales Manager, Ford Distributing, Marysville OH

Dave Flowers, President, Flowers Equipment, Nineveh IN

Joe Funk, Sales Manager, General Power, Columbus, OH

Tom Jones, Chairman, Bryan Equipment Sales, Loveland OH

Ron Monroe, President, Hayward Distributing, Columbus OH

10:00am FOR THE LADIES!

Kasair Childrens Hospital outreach...plus Lunch and Shopping!

11:30am MANUFACTURER LUNCHEONS

Case IH, Deere, Kubota, New Holland

11:30am ASSOCIATION LUNCHEON — OPEN TO ALL

1:00pm In-Line Dealer Round Table Discussions / OPE Industry Focus

AGCO, Case IH, John Deere, Kubota, New Holland

2:30pm Sold on Selling

Patrick McGaughey, CPF, Activating People, Coeur d'Alene ID

4:00pm Door Prize Drawing, courtesy of Convention exhibitors

5:30pm The Association "Friends & Fellowship"

Hospitality Hour

6:30pm BANQUET AND ENTERTAINMENT

featuring *Sleight of Hand Magic*

with Justin Bowen



Wednesday, February 15

9:00am National Farm Machinery Show opens

Kentucky Fair & Expositions Center

6:00pm MAERA Reception for Exhibitors (dealers welcome)

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



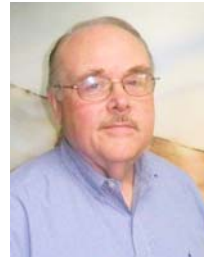
Tom Jones
Bryan Equip. Sales



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!

2012 MAERA CONVENTION REGISTRATION FORM

Monday, February 13 • Tuesday, February 14 • Wednesday, February 15 • Crowne Plaza Hotel Airport, Louisville, KY

Firm Name _____ Address _____
 City _____ State _____ Zip _____ Phone: _____ Fax: _____
 Contact person: _____ Email: _____

CONVENTION REGISTRATION

All dealer personnel attending the Convention must register and wear badge for admittance to the educational and social activities. List names below for badges. Badges and tickets will be waiting for you at the Convention registration desk. Substitutions accepted, but no refunds, if canceled after January 31. **Dealer personnel registering for their first MAERA Convention are eligible for our "First Timers" 50% discount...if registered by Dec. 31, 2011.**

List names to be printed on badges Please enter email for updates, reminders.	Registration Fee			<i>and please indicate the meal functions for which you need tickets:</i>					
	First timers / Stnd, by Dec 31 / late, after Dec 31	Monday Luncheon	Monday Reception	Tuesday Luncheon	Tuesday Banquet	Tuesday Ladies - \$40			
Name _____	\$80 / \$160 / \$240 ...	Welcome Lunch <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____		
Email: _____		or Ladies Lunch <input type="checkbox"/>							
Name _____	\$80 / \$160 / \$240 ...	Welcome Lunch <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____		
Email: _____		or Ladies Lunch <input type="checkbox"/>							
Name _____	\$80 / \$160 / \$240 ...	Welcome Lunch <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____		
Email: _____		or Ladies Lunch <input type="checkbox"/>							

Single Day Registrations – In place of, or in addition to, any full registrations listed above.

List names to be printed on badges	Monday ONLY		or	Tuesday ONLY		
	Registration First timers / Stnd Fee	includes Monday Luncheon		Registration First timers / Stnd Fee	Tuesday Luncheon	
Name _____	\$45 / \$90	<input type="checkbox"/>	or	\$50 / \$100	<input type="checkbox"/>	\$ _____
Email: _____						
Name _____	\$45 / \$90	<input type="checkbox"/>	or	\$50 / \$100	<input type="checkbox"/>	\$ _____
Email: _____						
Name _____	\$45 / \$90	<input type="checkbox"/>	or	\$50 / \$100	<input type="checkbox"/>	\$ _____
Email: _____						

EXTRA Dinner Tickets – In addition to any registration above

List names to be printed on badges	Monday Reception	Tuesday Banquet	
	\$45	\$45	
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Name _____	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____



PAYMENT METHOD (Prepayment is required.) Total \$ _____

Check enclosed, payable to "MAERA".

Please charge to: CC Acct # _____ Exp. Date ____ / ____ Billing Zipcode: _____

Cardholder (printed) _____ Cardholder Signature _____

HOTEL RESERVATION INFORMATION for the CROWNE PLAZA HOTEL AIRPORT, LOUISVILLE KY

All rooms for the Convention are at the Crowne Plaza Hotel Airport.
 Convention Rates: \$129, 2-12-12 thru 2-14-12; \$205, 2-15-12 thru 2-18. **Room cutoff date: January 13, 2012.**
 After January 13, rooms may not be available. Cancellations must be made 72 hours prior to arrival.
Rooms are reserved directly with the Crowne Plaza, by phone, 800.233.9527, or online at <https://manage.passkey.com/dashboard>
Be sure to mention "MAERA" for discounted rates.

CROWNE PLAZA
 LOUISVILLE AIRPORT
 830 Phillips Lane
 Louisville KY 4209

Return registration to: MAERA, PO Box 68, Dublin OH 43017, or fax to 614.889.0463. Contact Crowne Plaza for your room reservations.