

WEDNESDAY

Conference Keynotes, Seminars, and Workshops



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? What about 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 Seigfreid 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.

Statehouse Reports

Your Association retains a legislative director for each state to monitor state legislation and regulatory issues that might impact OMEDA's membership. These reports will provide you an update on recent legislation, current activities, and potential issues that are on the horizon in the political and governmental arena.

Derek Dalling: Derek is president of Kindsvatter & Associates. He joined the firm in 1998 after several years of service as a staff member in the Michigan Legislature. Today, Derek serves as executive director of several statewide associations and remains active politically through his lobbying for efforts. He has served as OMEDA's Michigan Legislative Director since 2001.



Gordon Gough: Gordon is the Executive Vice President and Chief Financial Officer of the Ohio Council of Retail Merchants. Gordon also provides executive leadership for the Ohio Tire and Automotive Association, Ohio Receivables Management Association, and the Ohio Association of Convenience Stores. He has served as OMEDA's Ohio Legislative Director since 2003.

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. In addition, NAEDA offers services and information vital to every successful dealership. 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.

Roger Gjellstad: Roger is chairman of the North American Equipment Dealers Association (NAEDA). He purchased Stanley Equipment, Stanley ND, in 1976, a Case-IH dealership, and is president and general manager. He also is president of six other Case-IH dealerships in western North Dakota and Montana. Previously, he worked for the International Harvester Company until 1974 when he joined Stanley Equipment. Roger is an active member of the American Lutheran Church, has served on numerous civic organizations and boards, and is an active member of the volunteer fire department. Roger and his wife, Renae, have three children, and one grandson.



THURSDAY

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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.



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"Maximizing Your OPE Distributor Relations" Panel



Rick Bryan IV
Bryan Equip. Sales



Kent Detrick
Century Toro



Bev DeVriendt
PED



Joe Funk
General Power



Ron Monroe
Hayward Dist.



Chris Saxton
PACE

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.

INDUSTRY LUNCHEON -- Is It Fun Where You Work?



It can be! All the time? Probably not. Lawyers with a sense of humor may be rare, but Luther Beauchamp ("Beacham") is one. He'll show us some ways to not take ourselves too seriously while still being serious about our responsibilities and relationships. Some say that Luther is America's funniest short lawyer and others say he is America's shortest funny lawyer.

Luther Beauchamp: Luther has practiced law in or near his home town for more than 40 years and still hasn't gotten the hang of it. His speaking career has grown so that he is now practicing less and enjoying it more. Luther's office is located only 2 blocks from the house in which he was born less than 100 years ago. The short (nearly 5' 4" with blisters on his feet) lawyer explains that even though there is not much of him above ground his roots are very deep.

How to Sell Retail Financing -- A "must hear" session for sales personnel!



David Adams
Toro Company



Gary Goulet
GE Capital



Bob Byrne
Sheffield Financial

"We need help selling retail financing!" As Association staff, we have heard this lament from numerous dealers throughout Ohio and Michigan...and it's not just our geographical region. That sentiment is heard throughout the United States. This session provides the 1-2-3 punch needed to answer the question once and for all -- especially when selling outdoor power equipment. David Adams will share the ABC's of retail financing, and then Gary Goulet will explain how to use GE Capital and Bob Byrne will explain how to use Sheffield Financial.

David Adams: David is Manager of Retail Finance for The Toro Company. He manages the retail finance programs for Toro and Exmark divisions selling residential, landscape contractor, and compact utility equipment in North America, supporting more than 2,000 dealers. David has more than 20 years of experience in marketing financial service products.

Gary Goulet: A 15-veteran with GE Capital, Gary is Relationship Manager for the OPE industry. With experience in product management, marketing, new business development and strategic planning, Gary works to develop and maintain retail financing for outdoor power equipment products, specifically focused with end user financing. He is charged with dealer satisfaction, program growth, dealer enrollments, marketing initiatives, and dealer training, supporting more than 8,000 dealers.

Bob Byrne: Bob is Vice President, Manufacturer Sales for Sheffield Financial, a division of BB&T Financial FSB. Bob is a 28-year veteran in the finance business. Using his experience of wholesale and dealer-focused retail finance programs for leading manufacturers, Bob helps keep Sheffield Financial a leading retail lender in the outdoor power equipment, power sports and trailer industries. Sheffield currently provides retail loan services to over 30,000 retailers throughout the United States.

In-Line Dealer Round Table Discussions / OPE Focus



Division/Regional Managers from these manufacturers have been invited to participate in the Round Table discussions, and a special "OPE Industry Focus" roundtable will be held for dealers without a major agricultural line.