

2012 OMEDA CONVENTION

January 25 • January 26 • January 27, 2012

CROWNE PLAZA COLUMBUS NORTH • COLUMBUS, OHIO



DEALER REGISTRATION KIT

We invite you to attend...



OMEDA President Tom Hill
First Lady Diane Hill
Hill Implement, Circleville, Ohio

...the 2012 OMEDA Annual Dealers Convention. That's the word President Tom Hill and First Lady Diane Hill would like to share with each OMEDA member.

We hope that you, your spouse, and your key personnel will join us in Columbus for our Annual Convention and Power Show Ohio.

Just (1) return a completed registration form to the Association office and (2) reserve your room at the Crowne Plaza North. 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?

OPE Distributor Panel

Bryan Equipment Sales, Century Toro, PED, Hayward Distributing, General Power, and PACE

How to Sell Retail Financing

with segments from GE Capital and Sheffield Financial

CONVENTION SCHEDULE OF EVENTS

Wednesday, January 25, 2012

- 2:00pm Convention Registration and Exhibits open
- 2:30 **Welcome from the OMEDA President**
Tom Hill, Hill Implement Co., Circleville, OH
- Analyzing Dealer-Supplier Agreements and Contracts**
Lance Formwalt, Seigfried, Bingham, Levy, Kansas City, MO
- 4:00 **Annual Business Meeting**
OMEDA President Tom Hill presiding
- Statehouse Reports**
Ohio - Gordon Gough, Ohio Council of Retail Merchants
Michigan - Derek Dalling, Kindsvatter & Associates
- 4:45 **Helping Dealers Succeed: A NAEDA Report**
Roger Gjellstad, Chair, NAEDA, Stanley, ND
- 7:00 **Grand Reception** — "Show Your Colors: Red, White & Blue"
hosted by Federated Insurance
featuring the return engagement of *Street Players*
courtesy of Bryan Equipment Sales

Thursday, January 26

- 8:00am "GOOD MORNING" BREAKFAST
hosted by Sheffield Financial
- 9:00 **In the Blink of an Eye: A Fresh Look at Distracted Driving**
Scott Warren, Vice President, ARMS, Federated Insurance
- 9:50 **"Maximizing Your OPE Distributor Relations" Panel**
Rick Bryan IV, President, Bryan Equipment Sales, Loveland, OH
Kent Detrick, Century Toro, Toledo, OH
Bev DeVriendt, President, P.E.D., Richmond MI

- "Maximizing Your OPE Distributor Relations" Panel, cont'd
Joe Funk, General Power, Columbus, OH
Ron Monroe, President, Hayward Distributing, Columbus, OH
Chris Saxton, PACE, Plymouth, MI

10:00 FOR THE LADIES!

A Day of Shopping at the Polaris Fashion Place

12:30pm INDUSTRY LUNCHEON

Is it Fun Where You Work?

Luther Beauchamp, Lawyer/Humorist/Author, Chiefland, FL

2:30 How to Sell Retail Financing

David Adams, The Toro Company, Bloomington, MN

Gary Goulet, GE Capital, Minneapolis, MN

Bob Byrne, Sheffield Financial, Atlanta, GA

4:00 Door Prize Drawing, courtesy of Convention exhibitors

"7th Inning Stretch" Break...hosted by Toro / Exmark

4:30 In-Line Dealer Round Table Discussions / OPE Industry Focus

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

6:30 The Association "Friends & Fellowship" Hospitality Hour

hosted by GE Capital

7:30 BANQUET AND ENTERTAINMENT

featuring *Slight of Hand Magic* with Justin Bowen



Friday, January 27

- 8:00am POWER SHOW BREAKFAST with prizes galore!
Voinovich Center, Ohio Expo Center
- 9:00 POWER SHOW OHIO grand opening
Ohio Expo Center



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

Conference Keynotes, Seminars, and Workshops

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.



THURSDAY

Conference Keynotes, Seminars, and Workshops

"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.

2012 OMEDA CONVENTION REGISTRATION FORM

Wednesday, January 25 • Thursday, January 26 • Friday, January 27 • Crowne Plaza Hotel Columbus North

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 10. **Dealer personnel registering for their first OMEDA Convention are eligible for our "First Timers" 50% discount...if registered by Dec. 20, 2011.**

	Registration Fee	and please indicate the meal functions for which you need tickets:				
List names to be printed on badges Please enter email for updates, reminders.	First timers / Std, by Dec 20 / late, after Dec 20 \$80 / \$160 / \$240	Wednesday Reception	Thursday Breakfast	Thursday Luncheon	Thursday Banquet	Friday PSO Breakfast
Name _____	\$80 / \$160 / \$240	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email: _____						
Name _____	\$80 / \$160 / \$240	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email: _____						
Name _____	\$80 / \$160 / \$240	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email: _____						

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

	Wednesday ONLY Registration First timers / Std Fee	or	Thursday ONLY Registration First timers / Std Fee	Thursday Breakfast	Thursday Luncheon
Name _____	\$45 / \$90	or	\$50 / \$100	<input type="checkbox"/>	<input type="checkbox"/>
Email: _____					
Name _____	\$45 / \$90	or	\$50 / \$100	<input type="checkbox"/>	<input type="checkbox"/>
Email: _____					
Name _____	\$45 / \$90	or	\$50 / \$100	<input type="checkbox"/>	<input type="checkbox"/>
Email: _____					

EXTRA Dinner Tickets – In addition to any registration above

	Wednesday Reception \$45	Thursday Banquet \$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 "OMEDA".

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

Cardholder (printed) _____ Cardholder Signature _____

HOTEL RESERVATION INFORMATION for the CROWNE PLAZA COLUMBUS NORTH

All rooms for the Convention are at the Crowne Plaza Hotel Columbus North
 Convention Rate: \$117 King or Double-Double *before* January 10, 2012.
After January 10, rooms are at the Crowne Plaza's higher "rack" rate, on a space available basis.
Rooms are reserved directly with the Crowne Plaza Columbus North, 614-885-1885,
or Crowne Plaza general reservations, 800-2-CROWNE (800-227-6963).
Be sure to mention "OMEDA" for discounted rates.



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