



# **IEDA ANNUAL MEETING & VENDOR EXPO**

## **SCHEDULE OF EVENTS**

### **FEBRUARY 18-20, 2018**

#### **SUNDAY FEB 18**

**Board of Directors Meeting:** 7am – 11am

Location: Omni Resort at ChampionsGate

#### **IEDA Golf Tournament**

Location: Omni Resort at ChampionsGate, 8575 White Shark Boulevard, ChampionsGate, Florida 33896

Lunch: 11:30am

Tournament: Shotgun Start 1pm

Awards Reception: 5:30pm – 7:30pm

#### **MONDAY FEB 19**

**DAY 1: Annual Meeting & Vendor Expo:** 7:30am – 4:30pm

Location: Omni Orlando Resort at ChampionsGate, Osceola Ballrooms BCD, 1500 Masters Boulevard, ChampionsGate, Florida 3389

#### **ANNUAL MEETING SCHEDULE**

##### **DAY 1 – Monday Feb 19th**

##### **7:30am – 8:30am**

Registration Opens / Breakfast Served

Vendor Expo Open

##### **8:30am – 8:45am**

President Opens Meeting

Board of Directors Succession

##### **8:45am – 9:45am**

*Zero Tolerance For Average: Leadership That Takes Guts*

Presented by: Wally Adamchik, US Marine Officer/Founder, Firestarter Consulting



Managing a successful independent equipment business requires skill and strategy. From technology and generational differences to hiring and conflict resolution, being effective in management takes expertise in leadership. Join former US Marine Officer Wally Adamchik for this no-nonsense approach to being successful leading your team in the workplace.

**9:45am – 10:30am**

Member Introductions: Company, Location, Hobbies, Areas of Expertise, Want to Buy's

Use key personal member information to "fine tune" your sell session – Use your time wisely, make new connections with members and sell some equipment!

**10:30am – 11:30am**

Sell Session Networking Break

Vendor Expo Open

**11:30am – 12:30am**

***Industry Trends, Tax Reform & Forecasting: Will 2018 be as "Magical" as Promised?*** Presented by: Eli S. Lustgarten, President, ESL Consultants / CNBC Financial Programs Frequent Guest, Regular Speaker at AED, AEM, AMT, HDMA, NFPA, NTEA and MSCI

ESL Consulting is an industrial consulting firm assisting trade associations and their members, and individual companies to understand the NA and global outlook for their end markets. Mr. Lustgarten also provides analysis of industrial manufacturing companies and markets to the professional investment community. Eli is often quoted in the financial media including the Wall Street Journal, Reuters and Bloomberg.

**12:30am – 1:30pm**

Lunch

Vendor Expo Open

**1:30pm – 2:30pm**

***Stop the Heavy Lifting: An Efficient Approach to Today's Digital Marketing***

Presented by: Brian Bluff, CEO and Co-Founder, Site-Seeker.com & Matt Ford, President, Site-Seeker.com

Matt Ford and Brian Bluff will be leading a discussion on successful digital marketing solutions within our industry. Traditional marketing is giving way to online trends, but many fear new technology and change. Matt and Brian will educate you on best practices and proven principles to generate leads and get your business found online.

**2:30pm – 3:30pm**

*Round Table Discussions*

Topic 1: All NEW "USED Marketplace" Publication



Independent Equipment Dealers Association

It's time for independent dealers to be just that - Independent! Join us to discuss this new member focused inventory specific publication that will target contractors and end users worldwide. How is the list being assembled? What will this look like? What is the goal of frequency? How much to advertise? Should members sharing lists receive a discount?

#### Topic 2: IEDAUSED.COM - It's Finished, Awesome...and FREE

The IEDA member website can help you manage your machine inventory and sell more equipment! Learn about the customer management and sales tools designed to help you manage your relationships and interactions with both current potential customers. Buy and sell within a private network of dealers and post machines to the general public. The best part? There is no additional cost to you as an IEDA member!

#### **3:30pm – 4:30pm**

Closing Remarks. Vendor Expo open until 4:30.

*Ritchie Bros. Reception: 6:30pm- Omni Resort at ChampionsGate*

## **TUESDAY FEB 21**

**Go Kart Tournament:** 9:30am – 12:30pm

Location: Orlando Kart Center, 10724 Cosmonaut Blvd, Orlando, FL 32824

Car pools will be coordinated for those with out a vehicle

### **DAY 2: Annual Meeting**

#### **3:30pm – 4:30pm**

*Round Table/Best Practice Sessions*

Focusing on: Hiring, Software Usage, lien search, salary/commissions, scams, liability insurance/protecting yourself, time management, etc

#### **4:30pm – 5:30pm**

*Tier Four Regulations: Anticipating the Future and How it Will Affect Your Bottom Line*

Presented by: Mike Buchantz, CEO, Associates Environmental

This session will focus on the future of engine technology (tier five), how exactly the engines operate differently, how members can verify beyond using OEM EPA compliance of engines, and what states are doing to be more like CA. Also, what can we anticipate regarding local/state requirements for tiered engines on private/public jobs?



Independent Equipment Dealers Association

**5:30pm – 6:30pm**

*OEM Panel Discussion with Sponsor Level Affiliate Dealers: What's "New"?*

Join us for a highly anticipated session of interactive discussion with main-line dealers of CAT, Komatsu, John Deere, and more. The focus will be on how new equipment will impact "used" sales, and how IEDA member dealers can position themselves to stay competitive on an ever-changing playing field.

**6:30pm – 9:30 IEDA Meet and Greet Reception: 6:30 – 9:00pm**

Location: Omni Orlando Resort, Grand Salon, Osceola Conference Center, 1500 Masters Blvd., ChampionsGate, Florida 33896