



IEDA ANNUAL MEETING & VENDOR EXPO

SCHEDULE OF EVENTS

FEBRUARY 18-20, 2018

SUNDAY FEB 18

Board of Directors Meeting: 7am – 11am

Location: Omni Orlando Resort at Championsgate, 1500 Master Blvd., Championsgate, FL
Legends Ballroom

IEDA Golf Tournament

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

Lunch: 11:30am@Chamapions Hall

Tournament: Shotgun Start 1pm@Internaltional Course

Awards Reception: 5:30pm – 7:30pm@Omni Clubhouse

MONDAY FEB 19

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

Location: Omni Orlando Resort at ChampionsGate, Osceola Ballrooms ABC, 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 – 8:50am

President Opens Meeting

Board of Directors Succession



Independent Equipment Dealers Association

8:50am – 9:00am

Direct Capital- Gold Sponsor Remarks/Video

9:00am – 9:50am

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.

9:50am – 10:00am

Newman Tractor- Silver Sponsor Remarks/Video

10:00am – 10:30am

Standard 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 MSCl

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 – 1:15pm

Lunch

Vendor Expo Open

1:15pm – 1:30pm

MC/Comedian Todd “Yeti” Semmell

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



Independent Equipment Dealers Association

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

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

Closing Remarks

3:30pm – 4:30pm - Vendor Expo open

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

9:20am - Meet in Omni lobby for carpool departing at 9:30am

10:00am - Participants needed on-site at Orlando Kart Center

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?

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, The Grand Salon, Osceola Conference Center, 1500 Masters Blvd., ChampionsGate, Florida 33896